

## **Sample Unit of Learning – Marketing & Business Planning**

### **Learning Outcomes:**

Enterprise 2.7  
Enterprise 2.8  
Enterprise 2.9

### **Key Concepts**

Research Methods - Primary & Secondary, Analyse and Present Findings of Research, Product, Price, Place, Promotion, Business Plan – Purpose and Layout

### **Possible Learning Experiences:**

2.7; 2.8; 2.9; Teacher Input – Key Terms, definitions and exploration of key concepts.  
2.7; Researching Your Market – Student Engagement with videos ([Video 1](#); [Video 2](#); [Video 3](#)), lens activities to focus attention  
2.7 Purchasing in Ireland – Popular Brands – anticipation exercise and discussion on reasoning – [unveiling the real results](#).  
2.7; 2.8; 2.9; [Exploring Social Media in Marketing](#) – Group analysis and presentation on the different aspects  
2.8 Devising Success Criteria for a Marketing Mix based on [case studies](#) (groups analysing different case studies)  
2.9 Reasons for business planning – [Video activity](#)  
2.9 Researching what [a business plan](#) looks like – (group or individual) activity - sample templates ([1](#) & [2](#)) & develop a possible class template based on feedback from students.

### **Possible Evaluation of Student Learning:**

2.7; 2.8 KWL Activate Prior Knowledge  
2.7 2.8 2.9 Observation and questioning during class discussions.  
2.7 Evaluating Student Learning (Group) Students conduct and present findings of Market Research  
2.8 Evaluating Student Learning (Group) Students Devise and Apply Marketing Mix for new or existing product or service  
2.9 Evaluating Student Learning (Group) Develop Simple Business Plan for the same new or existing product or service

### **Possible Resources:**

<http://www.studententerprise.ie/>  
<https://www.enterprise-ireland.com/en/Export-Assistance/Market-Research-Centre/>  
<http://banda.ie/> - Behaviour and Attitudes  
<https://www.allbusiness.com/the-five-basic-methods-of-market-research-1287-1.html>  
<https://www.allbusiness.com/effective-questionnaires-for-market-research-1959-1.html>  
<https://www.cleverism.com/market-research-techniques-primary-secondary/>  
<http://www.marketingteacher.com/>  
<http://uk.businessinsider.com/10-companies-control-the-food-industry-2016-9?r=US&IR=T/#kelloggs-1>  
<https://www.youtube.com/watch?v=1Fja06iCIEo> – Why Market Research is Important  
<https://www.youtube.com/watch?v=3E3mEKNuquQ> – Market Research  
[https://www.thinkbusiness.ie/articles/how-to-brainstorm-effectively/?utm\\_source=twitter.com&utm\\_medium=social\\_paid&utm\\_campaign=growing\\_site\\_content#](https://www.thinkbusiness.ie/articles/how-to-brainstorm-effectively/?utm_source=twitter.com&utm_medium=social_paid&utm_campaign=growing_site_content#) - How to Brain Storm  
<https://www.thinkbusiness.ie/topics/marketing/> - Marketing  
<https://www.youtube.com/watch?v=i1xz5Kv-7VY> – Introduction to Marketing  
<https://www.youtube.com/watch?v=jP2d1aW4VUY> – 4 P's of Marketing  
<https://www.localenterprise.ie/DublinCity/Start-or-Grow-your-Business/Starting-a-Business/Business-Plan/Writing-a-Business-Plan/>  
<https://www.entrepreneur.com/article/247574> - Business Plan: A Step-by-Step Guide  
<https://business.aib.ie/my-business-is/business-start-up-package/write-your-business-plan>  
[https://business.aib.ie/content/dam/aib/business/docs/help-and-guidance/Business-Plan-Guidance-CCABI-and-IBF-\(Final-Version\).pdf](https://business.aib.ie/content/dam/aib/business/docs/help-and-guidance/Business-Plan-Guidance-CCABI-and-IBF-(Final-Version).pdf) – Business Plan Guidance  
<https://www.thinkbusiness.ie/articles/business-plan-template/>  
<https://www.localenterprise.ie/DublinCity/Publications-Resources/Sample-Business-Plans/>  
<https://www.youtube.com/watch?v=PDWvcsTloJo> – How to write a business plan  
<https://coggle.it/> - Create Mind Maps  
<https://getkahoot.com/> - Create, play share learning games

