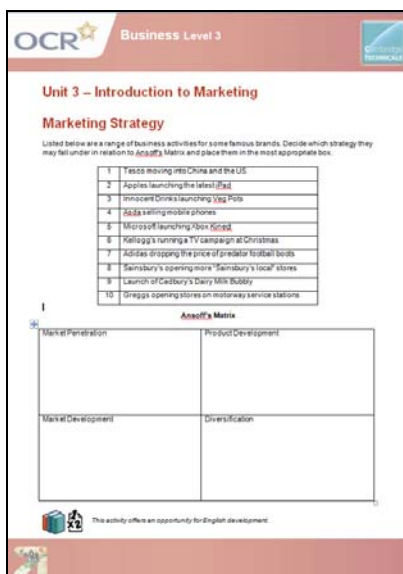


Unit 3 – Introduction to Marketing

Marketing Strategy

Instructions and answers for Teachers

These instructions should accompany the OCR resource ‘Marketing Strategy’, which supports OCR Level 3 Cambridge Technical Certificate in Business Unit 3 – Introduction to Marketing.



The screenshot shows a worksheet titled 'Unit 3 – Introduction to Marketing' with a sub-section 'Marketing Strategy'. It lists 10 business activities for students to categorize using Ansoff's Matrix. The activities are:

- 1 Tesco moving into China and the US
- 2 Apple launching the latest iPad
- 3 Innocent Drinks launching Veg Pods
- 4 Asda selling mobile phones
- 5 Microsoft launching Xbox Kinect
- 6 Kellogg's running a TV campaign at Christmas
- 7 Adidas dropping the price of predator football boots
- 8 Sainsbury's opening more 'Sainsbury's local' stores
- 9 Launch of Cadbury's berry Bliss Bubble
- 10 Greggs opening stores on motorway service stations

Below the list is Ansoff's Matrix, a 2x2 grid with the following quadrants:

- Market Penetration (top-left)
- Product Development (top-right)
- Market Development (bottom-left)
- Diversification (bottom-right)

At the bottom of the worksheet, it states: 'This activity offers an opportunity for English development.'

Associated files:
Marketing Strategy

Expected Duration:
15 minutes

Learner should have some understanding of Ansoff before attempting the exercise.

Learners should consider the 10 statements describing business actions and place them into the appropriate boxes in relation to the four different strategies.



Listed below are a range of business activities for some famous brands. Decide which strategy they may fall under in relation to Ansoff's Matrix and place them in the most appropriate box.

1	Tesco moving into China and the US
2	Apples launching the latest iPad
3	Innocent Drinks launching Veg Pots
4	Asda selling mobile phones
5	Microsoft launching Xbox Kinect
6	Kellogg's running a TV campaign at Christmas
7	Adidas dropping the price of predator football boots
8	Sainsbury's opening more "Sainsbury's local" stores
9	Launch of Cadbury's Dairy Milk Bubbly
10	Greggs opening stores on motorway service stations

Ansoff's Matrix

<p>Market Penetration</p> <p>6. Kellogg's running a TV campaign at Christmas</p> <p>7. Adidas dropping the price of predator football boots</p>	<p>Product Development</p> <p>2. Apple launching the latest iPad</p> <p>5. Microsoft launching Xbox Kinect</p> <p>9. Launch of Cadbury's Dairy Milk Bubbly</p>
<p>Market Development</p> <p>1. Tesco moving into China and the US</p> <p>8. Sainsburys opening more "Sainsbury's Local" stores</p> <p>10. Greggs opening stores on motorway service stations</p>	<p>Diversification</p> <p>3. Innocent Drinks launching Veg Pots</p> <p>4. Asda selling mobile phones</p>



This activity offers an opportunity for English development.

