

COMMUNICATION
TEAMBUILDING
PROBLEM SOLVING



Practical Sales & Marketing

Imaginative work-related learning & enterprise training for students

Overview

An imaginative programme designed to demystify business and convey what sales and marketing really are. Topics covered include definitions; 4 P's; needs v wants; 'magic' words; advertising v PR; branding etc and illuminating the principles through a personal history of work and practical experiences with varied products, markets and companies. The programme creates an excitement for the subject and helps students appreciate that marketing activity is generally aimed at SELLING. The programme is delivered in a fast moving way that engages students and adopts an imaginative combination of high and low-tech methods. Teams work on competitive product development and are challenged to create marketing programmes for real products. Students work in non-friendship teams and compete to win prizes.

Student Year Groups

Students studying Business Studies and English in years 10, 11, 12.
(50 - 100 students)

Programme Duration & Options

Practical Sales & Marketing is a half-day, stand-alone programme. Giant Impact programmes offer flexibility to mix 'n' match programmes to suit individual needs. The modular design allows Practical Sales & Marketing to work particularly well with all other modules such as Job Application, Interview & Recruitment, Enterprise, Study for Work, Sixth Form Team Building & Gelling and Thinking Efficiency. Timings adjusted to fit school timetable.

Learning Outcomes

The programme gives students a clear and practical appreciation of Sales & Marketing through a combination of consultant-led input and team learning. It covers the essential life skill called 'selling' and illustrates the difference between direct and indirect selling. The programme reinforces the importance of being enterprising, why entrepreneurs are important and how marketing fits into successful enterprises. The key skills of communication and teambuilding are woven into this fast moving programme, which delivers work related learning at KS4.

School Resources

Assembly/sports hall with small worktables and chairs. Small quantity of stationery. Data projector and screen. Two members of staff to support two experienced presenters.



