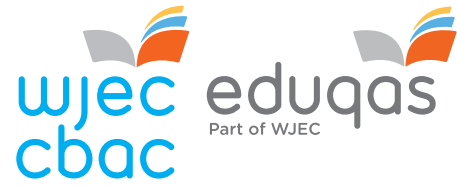


GCE AS/A LEVEL



WJEC GCE AS/A LEVEL in BUSINESS

How to teach AOs at AS
Marketing and Technology: 1 hour
plus homework



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Marketing and Technology: 1 hour plus homework

(WJEC Unit 2, Eduqas AS Component 2 & Eduqas A Level Component 1)	
New technology	<p>Explain how new technology is used in marketing, including the role of digital media, social media, e-tailing and m-commerce</p> <p>Explain the impacts of new technology on existing businesses such as high street retailers</p> <p>Evaluate the impact of new technology on the marketing activities of businesses and its stakeholders</p>

Step 1 (before the lesson):

Students to research the four different ways new technology can be used in marketing. This allows AO1 to be done independently which frees up more lesson time for AO2, AO3 and AO4.

Examples of new technology used in marketing:

- **Digital Media:** The use of adverts on website, search engines, e-mails, text messaging, blogging, and videos sent across the internet to potential customers.
- **Social Media:** The use of sites such as Facebook and Twitter that allows businesses to advertise directly to customers with certain demographics.
- **E-Tailing (E-commerce):** The selling of goods and services online.
- **M-commerce:** The buying and selling of products through handhelds devices such as mobile phone applications.

Step 2 (5 – 10 minutes):

Assess AO1 during the first few minutes of the lesson through questioning as a starter activity.

Step 3 (15 minutes):

Assess AO2 by giving students business scenarios/case studies to encourage application of knowledge.

Example business scenario/case study:

You own a small bed and breakfast (B&B) hotel and need to investigate how new technology can be used to improve your marketing. Can you apply how each of the four types of new technology can be used specifically in your B&B business?

If the scenario changed to a hairdresser's salon and your answer still makes sense, you haven't applied your knowledge correctly.

Example answer:

My B&B can utilise digital media by getting customers email addresses during the check in process. Digital media promotions can then be sent to customers with special offers such as booking links that will include free breakfast/three nights stay for the price of two.

My B&B could also make use of social media by having our own social media page where I could post pictures of rooms, menus, recent events and guests (weddings, business meetings) to attract potential customers. As well as this I could post special offers such as codes for free breakfast / dinner / drinks, percentage off the room price when customers present the social media discount code whilst booking.

Step 4 (15 minutes):

Assess AO3 by asking students to explain the positive impact of this new technology on the B&B and three different stakeholders.

Examples:

Positive impact on the business:

- Repeat sales
- Customer loyalty
- Keeping up with customers' habits
- Increased demand/revenues can result in increased profits into the business which can be reinvested into improving other elements of the marketing mix such as...

Positive impact on different stakeholders:

- Shareholders: more dividends through greater revenues and profit
- Customers: more informed, can benefit from discounted pricing/special offers and loyalty bonuses which could have otherwise been difficult access if customers live far from the hotel.
- Employees: job security through customer loyalty, and job opportunities in managing the new technology.

Step 5 (20 minutes):

Assess AO4 by asking students to weigh up these benefits against possible drawbacks so a final judgement can be made on the overall impact of new technology on the marketing activities of businesses.

Examples:

Negative impact on the business:

- Cost of introducing the new technology and the costs of maintaining websites/social media pages can reduce profits in the short run.
- The hotels target market may consist of market segments that do not usually use these forms of new technology e.g. the elderly and so the costs may outweigh the benefits.

Negative impact on stakeholders:

- Shareholders: short term costs of investing in the new technology and maintaining the new technology may result in dividends being lower than expected or prices having to rise to cover these costs. New technology can result in rival firms being more accessible to customers found online which can reduce sales if the business cannot compete.
- Customers: Certain forms of new technology can annoy customers e.g. pop up adverts and junk mail used in digital media.
- Employees: Jobs may be re-designed and enlarged which could increase workload.

Whether new technology is beneficial to businesses and its stakeholders **depends on** short term costs of introduction versus long term gains from customer loyalty and repeat business. It also **depends on** if the target market usually accesses different forms of new technology e.g. pensioners versus younger adults.

Step 6 (25 minutes):

Class work/homework timed exam preparation.

Case study:

Indian fusion is a family run Indian restaurant based in Cardiff. Over recent years it has become popular with younger and middle-aged customers due to excellent reviews on websites such as TripAdvisor. However, websites such as JustEat have improved access for these customers to rival restaurants. The owners do not believe that using new technology as part of its marketing will help increase sales further as the restaurant does not offer a delivery service and relies on customers visiting the restaurant. A local business expert, also a loyal customer, suggested that using new technology as a way of marketing can help increase customer convenience and loyalty further regardless of not offering a delivery service.

1. Identify two types of new technology that can be used in a business.

[2]

Award one mark for each correct type of new technology identified.

2. Describe how Indian fusion can use new technology within their marketing.

[4]

	AO1	AO2
2 Marks	Good knowledge of how new technology can increase sales. Two relevant points are made.	Good application of how new technology can be used in Indian Fusion (Indian restaurant scenario). Both relevant points are applied to Indian Fusion.
1 Mark	Limited knowledge of how new technology can increase sales One relevant point is made.	Limited application of how new technology can be used in Indian Fusion (Indian restaurant scenario). One relevant point is applied to Indian Fusion.

3. Discuss whether the benefits of using new technology in marketing will outweigh the limitations for Indian Fusion.

[8]

	AO1	AO2	AO4
3 Marks		Excellent analysis of the benefits and limitations of new technology used in marketing.	Excellent well balanced evaluation of Indian Fusions decision to use new technology within its marketing. Clear judgements are made.
2 Mark	Good application of the benefits and limitations of new technology are applied to Indian Fusion (Indian restaurant scenario).	Good analysis of the benefits and limitations of new technology used in marketing.	Good, reasonably well balanced evaluation of Indian Fusions decision to use new technology within its marketing.
1 Mark	Limited application of the benefits and / or limitations of new technology are applied to Indian Fusion (Indian restaurant scenario).	Limited analysis of the benefits or limitations of new technology used in marketing.	Limited, one-sided evaluation of Indian Fusions decision to use new technology within its marketing.