**Fächerübergreifende Unterrichtseinheit (BWL/Englisch) zum Thema „Fallbeispiel Marketingmixinstrumente“**

Zielgruppe: 4. Klasse Wirtschaftsfachoberschule

Zeitaufwand: insg. ca. 3 Unterrichtsstunden (ohne Präsentation)

Betreuende Lehrpersonen: BWL-Lehrperson und Englisch-Lehrperson

Assignment - Product analysis

**Choose a product /service from a local /regional company (not an international one like Loacker) or a product from the list and explain the application of the 6 P's marketing mix elements: Product, Price, Place, Promotion, Planet and People.**

*Your assignment should include the following guideli*nes:

1. **Product**

Which product did you choose? Refer to design, name, packaging, USP, range, feature. What life cycle stage is the product you chose in?

1. **Price**

At what prices is the product offered? What is the company's pricing strategy for the product you have chosen?

1. **Place**

Where is the product sold and how is it distributed?

1. **Promotion**

Which advertising media are used for your chosen product? Show the different advertising media used by the company to promote it.

1. **Planet (environment)**

What does the company do for the environment?

**People (social responsibility)**

How does the company implement CSR?

(Corporate Social Responsibility,)

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| **Your assignment should**     * be clear and comprehensible * also include images of the products, advertising materials, etc * include the sources |

|  |  |
| --- | --- |
| **Product/company** | **Name** |
| Kuntrawant Coffee |  |
| Kanzi Apples |  |
| Chocolate from Laas (Venustis) |  |
| Beer from Batzenbräu |  |
| Olletag bags |  |
| Joghurt (Milchhof Meran) |  |
| Fakie Shop |  |
| Chocolate Öberhöller |  |
| Wines from the winery Meran |  |
| Tea Pflegerlhof |  |
| Skiing area Pfelders |  |
| Overnight stay at Hotel Quellenhof |  |
| Baked goods from Mein Beck |  |
| Pizza slice from TipTop |  |
| Pizza La Smorfia |  |
| Cheese from the Algunder Sennerei |  |
| …. |  |
| …. |  |