

CLIL in Marketing

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market research – case study Wilkinson

<https://businesscasestudies.co.uk/>

This marketing strategies case study focuses on how Wilkinson created and implemented a marketing strategy to grow the business, using the findings of its market research.



Starter: Quick survey

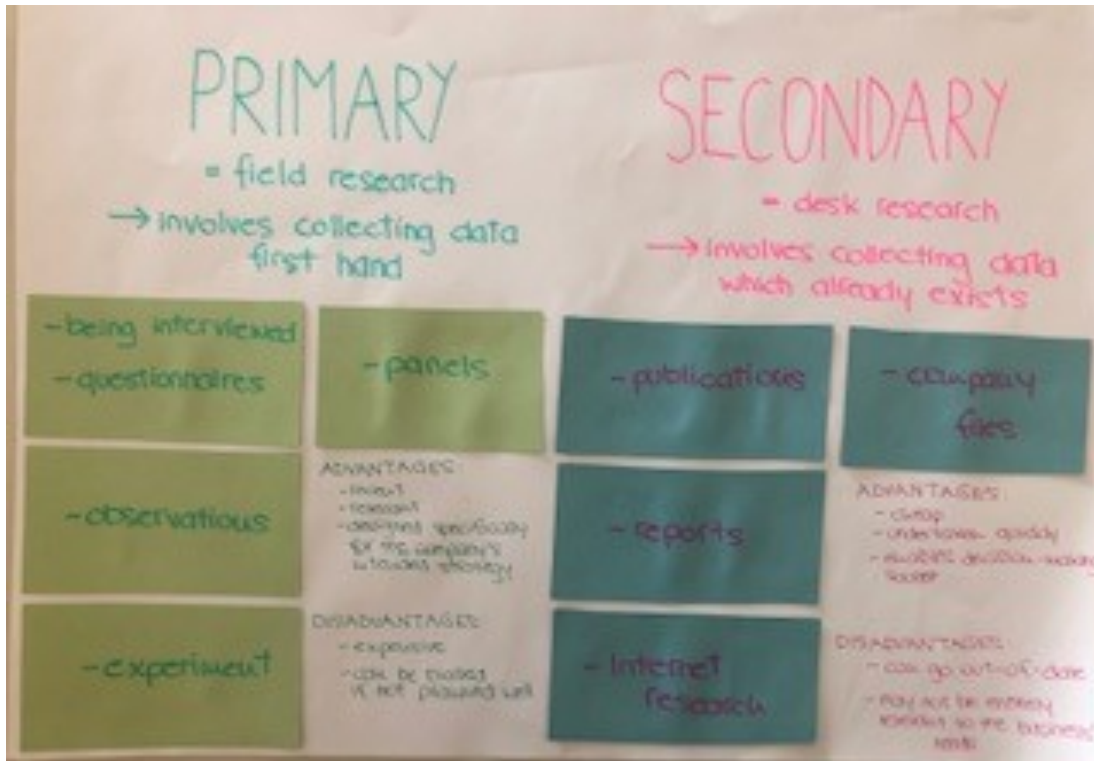
What is the most popular flavour of icecream of everyone in the room?

You have two minutes to find out.

Preparing the text

- Reduce the information in the introduction
- Tasks after an important section of the text
- Scaffolding (e.g. market research: fill the gap plus explain the different types of primary and secondary research)

Task: Explain the different types of primary (green cards) and secondary research (pink cards) and write down the benefits and drawbacks of the different forms of primary and secondary research.



	Pros	Cons
primary research		
first hand data	<ul style="list-style-type: none"> specifically informations current informations 	<ul style="list-style-type: none"> expensive time-consuming
questionnaires	<ul style="list-style-type: none"> anonym no time pressure 	<ul style="list-style-type: none"> non conscientious answer
observation		
secondary research		
already existing data	<ul style="list-style-type: none"> cheaper fast informations 	<ul style="list-style-type: none"> possible non current informations
Internet research	<ul style="list-style-type: none"> minimal costs 	<ul style="list-style-type: none"> inaccurate information
company files		

The Two-way Relationship between a Brand and its Place of Origin – original text

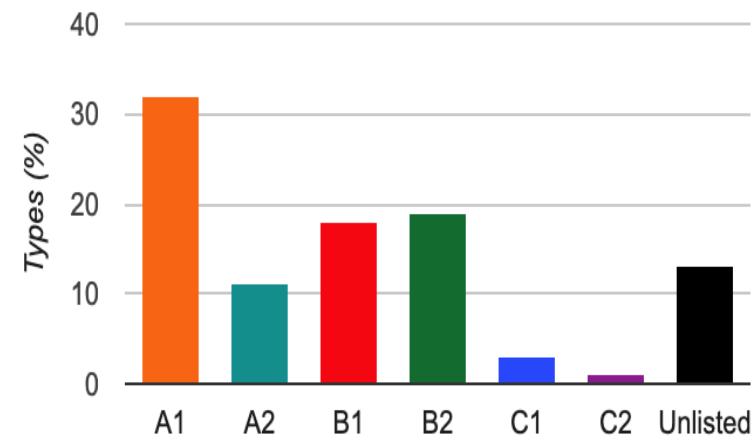
Source: <https://knowledge.wharton.upenn.edu/article/the-two-way-relationship-between-a-brand-and-its-place-of-origin/> (2019/07/24)

2128 words shortened to 1054 words

simplified (no connex to investment)

analysis of the language used: <http://www.englishprofile.org/wordlists/text-inspector>

Intro: Essence of a Brand



Original text: visualisation and text production

Task 5:

..... between Territory and Brand

reach of the brand in the	emerging brand IKEA
	imposter Vittorio y Lucchino	aristocrats

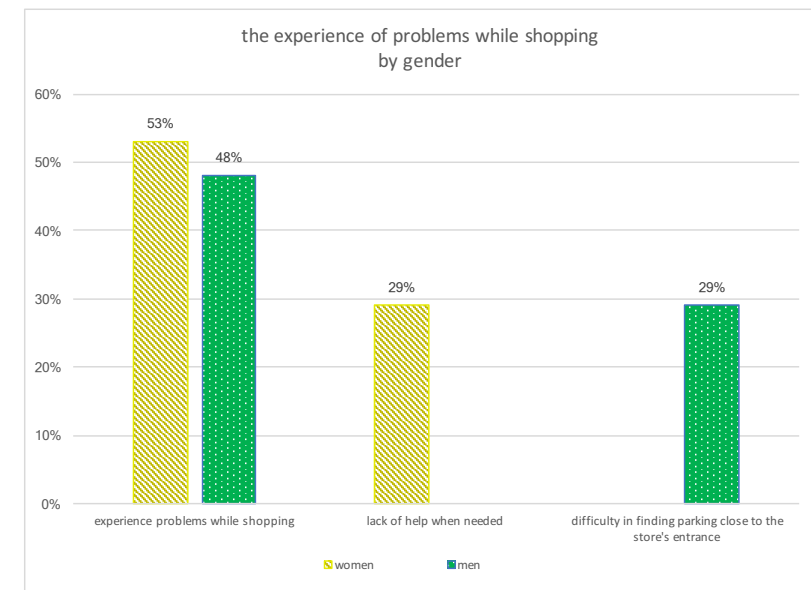
..... to which a place-name is used

Task 6:

Give examples for the 4 types of brands the authors categorized and justify your examples.

Original text: Men buy, Women shop

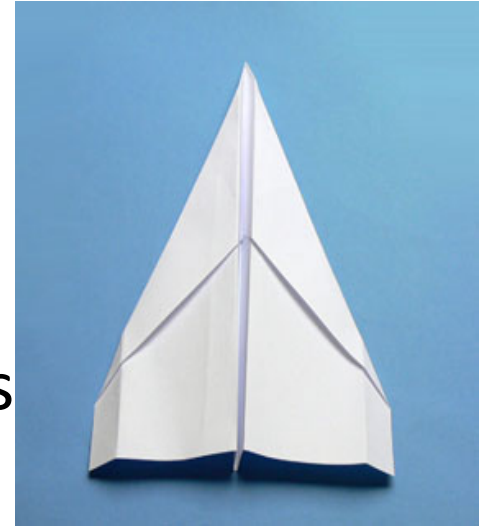
- Adapted from: <https://knowledge.wharton.upenn.edu/article/men-buy-women-shop-the-sexes-have-different-priorities-when-walking-down-the-aisles/> (31/07/2019) text and podcast are available
- Background information to understand the joke
- visualization



- Summarizing: Create a headline

assure results – airplane-game

- Take a sheet of paper and make a plane
- Write two important words from this lesson on the wings
- Make the plane fly to one of your classmates
- Catch a plane
- Write two more words on the plane you received
- Repeat the game for 8 words on each plane
- Send the planes on another voyage to a classmate
- Now the last owner of a plane has to explain two words from his/her plane to the audience
- Another owner of a plane has to explain two other words on the plane, ...



useful links and sources

- <http://www.englishprofile.org/wordlists/text-inspector> (check your english text for the level according to european reference frame)
- <https://dictionary.cambridge.org/> (definitions and authentic texts to create own material)
- <https://businesscasestudies.co.uk/> (case studies, some with teachers guides)
- <https://knowledge.wharton.upenn.edu/topic/marketing/> (authentic texts to be adapted)