

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

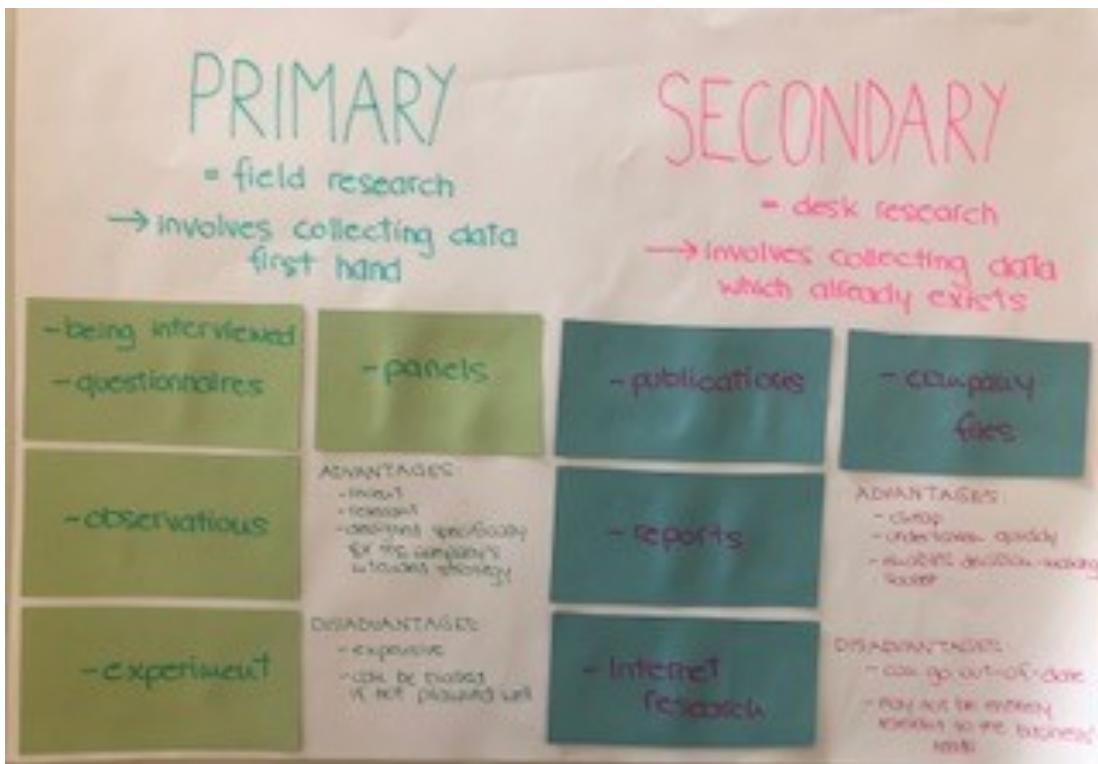
What is the most popular flavour of icecream of everyone in the room?

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 |
|--|---|
| <ul style="list-style-type: none"> • specifically information • current informations | <ul style="list-style-type: none"> • expensive • time-consuming |
| <ul style="list-style-type: none"> • anonym • no time pressure | <ul style="list-style-type: none"> • non conscientious answer |
| <ul style="list-style-type: none"> • observation | |
| <hr/> | |
| <p>secondary research</p> <ul style="list-style-type: none"> • already existing data | <ul style="list-style-type: none"> • possible non current informations |
| <ul style="list-style-type: none"> • Internet research | <ul style="list-style-type: none"> • minimal costs |
| <ul style="list-style-type: none"> • company files | <ul style="list-style-type: none"> • inaccurate information |

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

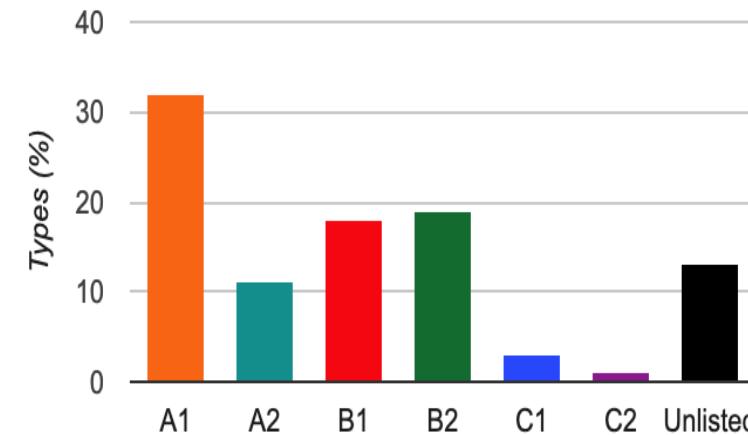
Source: <https://knowledge.wharton.upenn.edu/article/the-two-way-relationship-between-a-brand-and-its-place-of-origin/> (2019/07/24)

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 | to which a place-name is used |
| emerging brand | IKEA |
| impostor | aristocrats |

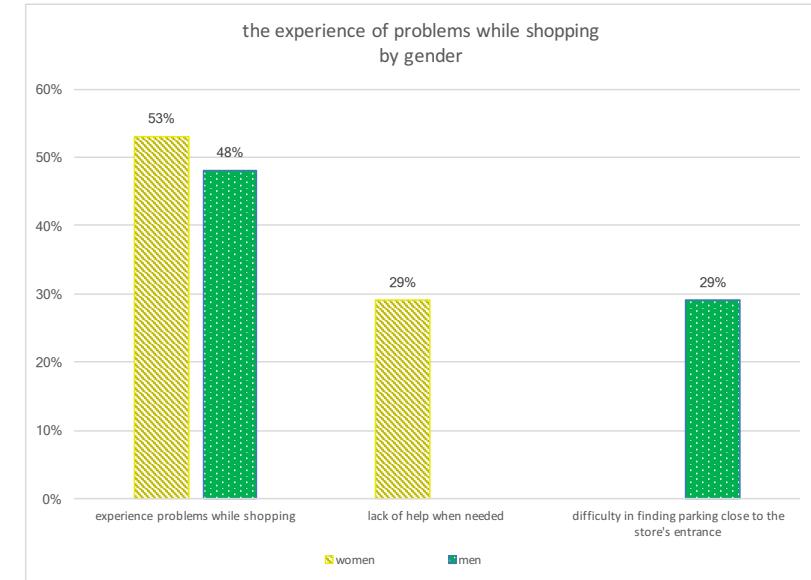
Vittorio y Lucchino

Task 6:

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

Original text: Men buy, Women shop

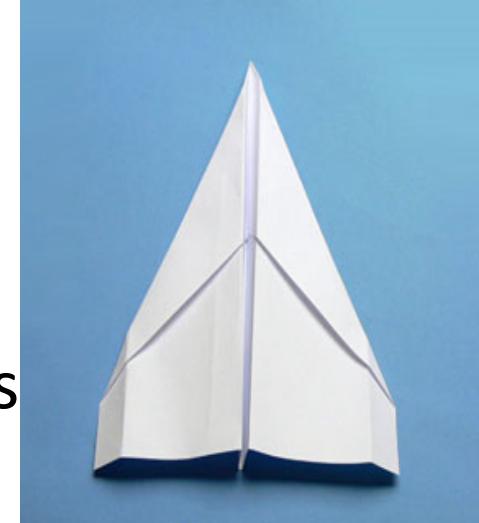
- Adapted from: <https://knowledge.wharton.upenn.edu/article/men-buy-women-shop-the-sexes-have-different-priorities-when-walking-down-the-aisles/> (31/07/2019) text and podcast are available
- Background information to understand the joke
- visualization



- 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)