# Commerce Years 7-10: Option 3 promoting and selling

## Table of contents

[Commerce Years 7-10: Option 3 promoting and selling 1](#_Toc59971586)

[Table of contents 2](#_Toc59971587)

[Outcomes 3](#_Toc59971588)

[Learning sequence 1: The selling process 4](#_Toc59971589)

[Individual and business investment 4](#_Toc59971590)

[How businesses differentiate products 5](#_Toc59971591)

[Social, ethical and environmental considerations 5](#_Toc59971592)

[Nature of product promotion 5](#_Toc59971593)

[Learning sequence 2: Targeting consumers 7](#_Toc59971594)

[Processes used to target customers 7](#_Toc59971595)

[Appropriate target markets for particular products 8](#_Toc59971596)

[Promotion strategies 8](#_Toc59971597)

[Legal and ethical issues 8](#_Toc59971598)

[Learning sequence 3: Selling techniques 10](#_Toc59971599)

[Analyse selling techniques 10](#_Toc59971600)

[Factors influencing contemporary selling 11](#_Toc59971601)

[Learning sequence 4: Current issues 12](#_Toc59971602)

[Global issues affecting a local economy in Australia 12](#_Toc59971603)

Students investigate the promotion and selling of goods and services including social, ethical and environmental considerations. They analyse the strategies that sellers use to promote products and maximise sales, and evaluate the impact on consumers.

## Outcomes

A student:

* **COM5-1** applies consumer, financial, economic, business, legal, political and employment concepts and terminology in a variety of contexts
* **COM5-2** analyses the rights and responsibilities of individuals in a range of consumer, financial, economic, business, legal, political and employment contexts
* **COM5-4** analyses key factors affecting decisions
* **COM5-6** develops and implements plans designed to achieve goals
* **COM5-7** researches and assesses information using a variety of sources
* **COM5-8** explains information using a variety of forms
* **COM5-9** works independently and collaboratively to meet individual and collective goals within specified timeframes

**Related Stage 4 outcomes**: COM4-1, COM4-2, COM4-4, COM4-6, COM4-7, COM4-8, COM4-9

Outcomes referred to in this document are from [Commerce Years 7-10 Syllabus](https://educationstandards.nsw.edu.au/wps/portal/nesa/k-10/learning-areas/hsie/commerce-7-10-2019) © NSW Education Standards Authority (NESA) for and on behalf of the Crown in right of the State of New South Wales, 2019

## Learning sequence 1: The selling process

Students:

* outline key features of the selling process, including: (ACHEK017)
	+ how businesses differentiate products
	+ the social, ethical and environmental considerations involved when promoting products
	+ the nature of product promotion, for example the role of gender

### Individual and business investment

**Teacher note:** Throughout this topic work collaboratively to design a promotion and selling campaign for an existing or new product. At each stage of the course, students apply their knowledge on target markets, promotional strategies, selling techniques, legal influences and effectiveness of strategies to develop a comprehensive plan. Identify the main features of the product and the methods used to differentiate this from competitors. Outline the target market and discuss the range of ethical and legal factors which may influence the selling and promotion of the product. Analyse the most effective selling strategies for this product.

|  |  |
| --- | --- |
| Key terminology | Meaning |
| Differentiation | Recognise or ascertain what makes a product different. |
| Social considerations | The interests, trends and situations of individuals, groups, communities and society. |
| Ethical considerations | The morals or the principles of right and wrong in conduct. |
| Environmental considerations | The considerations of everything that is around us. It can be living (biotic) or non-living (abiotic) things. |
| Promotion | The range of methods which are used to attract the customer to the product or brand. These may include advertising, publicity, sales/discount promotions, radio advertising, billboards, social media feed adverts, targeted emails and phone calls |
| Features | An interesting or important part or characteristic of the product. |
| Benefits | An advantage or profit gained by use of the product. |

### How businesses differentiate products

* Indicate the main features of similar consumer products to recognise how they are differentiated by the manufacturer. Images of products or tangible consumer products may be used. Develop a comparison criterion for differentiation to identify the main features. Criteria may include the following factors:
	+ font and text of product name or brand
	+ shape of product or packaging
	+ size or weight of product
	+ ingredients list
	+ purpose or intended use of the product
	+ sustainability of the product or packaging
	+ warranty information.

### Social, ethical and environmental considerations

* Create an [affinity diagram](https://app.education.nsw.gov.au/digital-learning-selector/LearningActivity/Browser?cache_id=13d76) to indicate the main features of social, ethical and environmental considerations through class discussion of what ethics and social standards mean to different people in the community.
* Use the completed affinity diagram to discuss how standards of what is acceptable relating to the promotion of products have changed over time. Consider examples of promotion in different countries and time periods in relation to gender and safety, impact on the environment from resource acquisition and disposal and the prevalence of promotion during sporting events relating to gambling, smoking or other products that may damage health.
* Use examples of existing promotions to indicate the features that may present social, ethical or environmental issues or concerns to members of the community and the impact these issues or concerns may have on consumers.
* Visit the [Attorney General’s Department](https://www.ag.gov.au/Pages/default.aspx) website to understand anti-discrimination laws in Australia. Make a [list](https://app.education.nsw.gov.au/digital-learning-selector/LearningActivity/Browser?cache_id=13d76) of relevant legislation and identify who is protected.
* Use examples of existing promotions of organisations that have actively taken steps to overcome perceived or real social, ethical or environmental issues or concerns, consider Airbnb’s [“We accept”](https://www.airbnb.com.au/weaccept) Superbowl promotion. Discuss how this advertisement considers the needs and wants of the community.

### Nature of product promotion

* Define product promotion and [brainstorm](https://app.education.nsw.gov.au/digital-learning-selector/LearningActivity/Browser?cache_id=13d76) examples of product promotion techniques.
* Provide examples of a range of types of promotions to be classified by their main features and intended audience or target market.
* Create an annotated example of a promotion communicating the features and benefits of a consumer product you currently use or are familiar. Consider the choice of images, colours, text, motion, sound and size or duration of the promotion.
* Identify an example of product promotion designed specifically to target a female audience, where the product is not exclusively for women’s use. How does the promotion:
	+ capture the attention of the target audience
	+ make the product appealing
	+ exclude the non-target market

## Learning sequence 2: Targeting consumers

Students:

* discuss processes used by businesses to target consumers, including: (ACHEK017)
	+ appropriate target markets for particular products
	+ how promotion strategies target young people and particular groups in the community
	+ legal and ethical issues which may arise from particular product promotion strategies

### Processes used to target customers

|  |  |  |
| --- | --- | --- |
| Key terminology | Meaning | Relevant example |
| Target Market | The group of potential or actual customers who share similar characteristics which make them the likely purchaser of a good or service. Characteristics may include age, gender, income, education, interests and geographic location.  | The target market for a Toyota ute is a male with a trade, aged 20-50 with a medium to higher income.  |
| Promotion Strategy | The range of methods which are used to attract the customer to the product or brand.  | These may include advertising, publicity, sales and discount promotions, radio advertising, billboards, social media feed adverts, targeted emails and phone calls |
| Advertising  | A paid form of communication from a business to the customer. It forms a part of most business promotions.  | A television advertisement.  |
| Affiliated brands and products | Brands and products which co-promote to target a wider range of customers. | McDonalds distributes toys from other brands with their children’s meals.  |

* Define target market and the characteristics which are often used to categorise customers.
* Using a cut out or 2D model of a person, create a variety of different customers based on target market characteristics.
* Use relevant images from current advertising to create a visual representation of the customer using the 2D cut out and the products or brands which are relevant.

### Appropriate target markets for particular products

* Identify different characteristics of different customers using an [affinity diagram](https://app.education.nsw.gov.au/digital-learning-selector/LearningActivity/Card/576#.XcIUOrRgREc.link). Use the information to create a range of customer profiles.
* Use a selection of magazines, brochures, newspapers and brochures to find appropriate products and brands which would match the customer profiles created as the target market.

### Promotion strategies

**Teacher note**: Particular groups in the community may include teenagers, the elderly and specific ethnic groups. The Tribe website may be used as an example for an assessment task. Students may create a promotion campaign for a new (or existing) product.

* Choose a popular product which is widely used. Conduct a brainstorm to identify all the methods the business uses to promote to the customer. These may include billboards, social media or television.
* Identify the scope of promotional strategies used to reach the target market. These can include relevant news and journal articles as well as video clips from business websites.
* Watch the [How Tribe works](https://www.tribegroup.co/brands) film clip (duration 0:43) Choose a [case study](https://www.tribegroup.co/case-study) from the website and identify the target market and promotion strategies used to attract buyers. Analyse the effectiveness of the promotion using the data provided.
* Discuss the strategies used in a range of industry and product examples to determine their effectiveness against the following criterion, ability to:
	+ increase product sales
	+ attract the target market
	+ create brand awareness.
* Discuss how particular groups in the community including ethnic groups and older people will be exposed to different promotions than younger Australians. Identify the differences in the types of promotions. This may include the use of images relevant to the target market, timing of the advertising and language used.

### Legal and ethical issues

* Define legal issues and identify the laws and organisations which govern businesses promotions and behaviour.
* Discuss the link between a society's ethics and values and the law.
* Explain the types of laws which govern promotion including Australian Consumer Law, ACCC as the regulator of the laws, industry ombudsman’s, and provide students with some examples such as laws governing the promotion of particular products to different consumers.
* Read the ABC news article on the [renaming of Allen’s lollies](https://www.abc.net.au/news/2020-11-16/red-ripper-and-cheekies-the-new-name-of-allens-red-skin-chicos/12887278). Discuss historical changes to the promotion of products, including changes made to reflect changes in social standards.
* Research the changes in promotion across different product categories and assess the ethical and legal reasons for the changes in the promotional strategies.
* Discuss the legality and ethics of different types of promotions through independent research of relevant example case studies which may include misleading promises by salespeople, unsolicited phone calls from businesses and [SUGGing](https://whatis.techtarget.com/definition/sugging).

## Learning sequence 3: Selling techniques

Students:

* analyse selling techniques used by businesses to promote a product or service, including: (ACHEK017)
	+ the range of selling techniques used to market a good or service (ACHEK018)
	+ the effectiveness of selling techniques used for a particular product or service
	+ the factors influencing contemporary selling techniques, eg technology, social media, global markets and government regulations

### Analyse selling techniques

* Conduct research to complete the following table on types of selling techniques:

|  |  |  |
| --- | --- | --- |
| Technique | Definition | Example |
| Personal selling |  |  |
| Sponsorship |  |  |
| Advertising |  |  |
| Target emails |  |  |
| Radio advertising |  |  |
| Product placement |  |  |
| Endorsement |  |  |

* Continue the research activity to locate images or video of these techniques in use.
* Identify the reasons why a range of selling techniques are used for one product.
* Analyse the relationship between the target market of particular products and the selling techniques used (why do businesses use these techniques for their target market?).
* Use the table below to identify the advantages and disadvantages of the various selling techniques:

|  |  |  |
| --- | --- | --- |
| Technique | Advantage | Disadvantage |
| Personal selling |  |  |
| Sponsorship |  |  |
| Advertising |  |  |
| Target emails |  |  |
| Radio advertising |  |  |
| Product placement |  |  |
| Endorsement |  |  |

* Complete a quick, write activity to summarise analyse the advantages and disadvantages that have been identified.
* Recommend a mix of selling techniques for a product and justify the reasoning.
* Using a gallery walk, analyse a range of different selling techniques in visual form and analyse the effectiveness of each for the target market.
* Research and analyse the impact of a change in selling techniques to improving sales from businesses such as Dominoes (changes to product offering, new marketing) and Coles & Woolworths collectable promotions. Analyse sales and profit figures and complete calculations on improvements in businesses market share based on financial data.

### Factors influencing contemporary selling

* Read the article [Factors affecting sales performance](https://www.sciencetimes.com/articles/25924/20200603/factors-affecting-sales-performance.htm) and summarise the internal and external factors identified.
* Conduct a [Think-Pair-Share](https://app.education.nsw.gov.au/digital-learning-selector/LearningActivity/Card/645?clearCache=ae3b48aa-86fb-5043-fdc9-d1f346329153#.X9fYZ2qyRgA.link) to analyse the impacts of each of these factors on determining selling techniques for the product you examined in the tribe case study (learning sequence 2)

## Learning sequence 4: Current issues

Students:

* investigate a current issue relating to the promotion and selling of goods and services, for example:
	+ the role of social media advertising in product promotion
	+ advertising targeting young people and its regulation through state and federal laws
	+ the use of Indigenous cultural and intellectual property

### Global issues affecting a local economy in Australia

**Teacher note**: a range of current issues may be examined. The following are suggestions which may be taught as a lesson series or integrated into other parts of this learning sequence.

* Inquire into the use of social media by small businesses to promote their goods and services. Access the [Australian Competition and Consumer Commission](https://www.accc.gov.au/) website to read the examples and make a list of conclusions about best practice for using social media.
* Investigate the strategies used by social media organisations to track and record data usage and views of promotional materials by consumers.
* Examine the use of country of origin labels by food manufacturers on packaging and the impact of those labels on the purchasing decisions of consumers. Use the [Australian Competition and Consumer Commission](https://www.accc.gov.au/) website to develop a list of advantages of manufacturing food in Australia.
* Examine the impact of monopoly or duopoly business situations on the selling of products, for example, milk pricing and impact on farmers. This can also be used as an extension of the investigation into packaging and food labels.
* Read the [InSitchu](https://ipaustralia.govcms.gov.au/tools-resources/case-studies/institchu-suits-brand-protection) case study on the IP Australia website. Identify the issues faced by the business and the importance of protecting the intellectual property of a business when promoting a good or service. Draw conclusions about what the business might need to do when operating in Australia compared to operating overseas.