

**UNITA' DI APPRENDIMENTO CLIL****Disciplina: Economia aziendale**

<b>SCHEMA DI PROGETTAZIONE</b>	
<b>Denominazione</b>	<b>Product life cycle and marketing strategies</b>
<b>Docenti coinvolti</b>	Prof.ssa Tonsi Laura (Economia aziendale) Prof.ssa Bendotti Giulia (Economia aziendale) Prof.ssa Michela Ghirardelli (Lingua inglese)
<b>Obiettivi</b>	Obiettivi disciplinari: <ul style="list-style-type: none"><li>• Essere in grado di conoscere, individuare le varie fasi del ciclo di vita del prodotto ed individuare le correlate e specifiche strategie di marketing.</li></ul> Obiettivi L2 specifici: <ul style="list-style-type: none"><li>• Conoscere il lessico specifico d'ambito economico.</li><li>• Saper leggere articoli inerenti all'argomento trattato sintetizzandoli in un linguaggio semplice, ma formalmente corretto, evidenziando i punti nodali del discorso.</li><li>• Saper elaborare in modo semplice ma sostanzialmente corretto dalle informazioni acquisite opportune strategie per il management aziendale in merito alle differenti fasi di vita del prodotto.</li></ul>
<b>Abilità</b>	
<ul style="list-style-type: none"><li>• Individuare e applicare in contesti adeguati le strategie opportune in base alle caratteristiche delle fasi di vita del ciclo di prodotto.</li></ul>	<b>Conoscenze</b>
	<ul style="list-style-type: none"><li>• Le fasi del ciclo di vita del prodotto</li><li>• Caratteristiche e strategie di marketing correlate al ciclo di vita del prodotto</li></ul>
<b>Utenti destinatari</b>	Studenti classe 4 Indirizzo professionale "Made in Italy – Moda" Studenti classe 4 Indirizzo Tecnico Turistico
<b>Prerequisiti</b>	Economia aziendale: <ul style="list-style-type: none"><li>• Marketing strategies.</li><li>• Marketing mix.</li></ul> Inglese: <ul style="list-style-type: none"><li>• Gli studenti possiedono una competenza linguistica intermedia tra il livello B1 e il B2 del QCER</li></ul>
<b>Fase di applicazione</b>	Fase 1: Getting in tune with the topic - 1A/1B Fase 2: Product life cycle 2A/2B/2C/2D Fase 3: Case Study of Coca Cola 3A/3B Fase 4: Marketing strategies Fase 5: Summary Fase 6: Self-Assessment 6A/6B
<b>Tempi</b>	5 ore

## SCHEMA DI PROGETTAZIONE

<b>Metodologia</b>	<ul style="list-style-type: none"><li>• Pair work</li><li>• Group work</li><li>• Cooperative learning</li><li>• Active learning</li><li>• Problem solving</li><li>• Role playing</li></ul>
<b>Strumenti</b>	<ul style="list-style-type: none"><li>• Ambienti di apprendimento: Laboratorio di informatica - Aula con LIM</li><li>• Piattaforma Office 365 (Teams)</li><li>• Materiali didattizzati dai docenti</li><li>• Riferimenti bibliografici:<ul style="list-style-type: none"><li>- <a href="https://www.tutor2u.net/business/reference/product-life-cycle">https://www.tutor2u.net/business/reference/product-life-cycle</a></li><li>- <a href="https://www.youtube.com/watch?v=oma7q4sQW54&amp;feature=youtu.be">https://www.youtube.com/watch?v=oma7q4sQW54&amp;feature=youtu.be</a></li><li>- <a href="https://m.youtube.com/watch?v=5B3Mu8dqXIE">https://m.youtube.com/watch?v=5B3Mu8dqXIE</a></li><li>- <a href="https://www.youtube.com/watch?v=SgZUaLTSAQI">https://www.youtube.com/watch?v=SgZUaLTSAQI</a></li><li>- <a href="https://marketing-insider.eu/marketing-explained/part-iii-designing-a-customer-driven-marketing-strategy-and-mix/product-life-cycle-strategies/">https://marketing-insider.eu/marketing-explained/part-iii-designing-a-customer-driven-marketing-strategy-and-mix/product-life-cycle-strategies/</a></li></ul></li></ul>
<b>Prodotto</b>	<ul style="list-style-type: none"><li>• Creazione in L2 di una scheda di correlazione tra strategie di marketing e fasi del ciclo di vita.</li></ul>
<b>Valutazione</b>	<ul style="list-style-type: none"><li>• Schede di autovalutazione/riflessione studente</li><li>• Schede osservazione a cura del docente</li></ul>

## Materiale e fasi di lavoro

### FASE 1 - GETTING IN TUNE WITH THE TOPIC

**1A) In pairs match the English words (1-20) with their Italian equivalents (a-t).**

1. early adopters	a. sviluppo
2. penetration pricing	b. introduzione
3. negative cash flow	c. crescita
4. consumers	d. maturità
5. heavy promotion	e. declino
6. lead time	f. vendite ridotte
7. development	g. tempo di consegna
8. low sales	h. promozione intensa
9. decline	i. consumatore
10. low unit costs	j. flusso di cassa negativo
11. high profits	k. prezzo di penetrazione
12. weaker competitors	l. pionieri
13. differentiation	m. crescita esponenziale
14. market saturation	n. penetrazione del mercato
15. market share	o. bassi costi unitari
16. market penetration	p. concorrenti più deboli
17. introduction	q. differenziazione
18. faster growing	r. saturazione del mercato
19. maturity	s. quota di mercato
20. growth	t. alti profitti

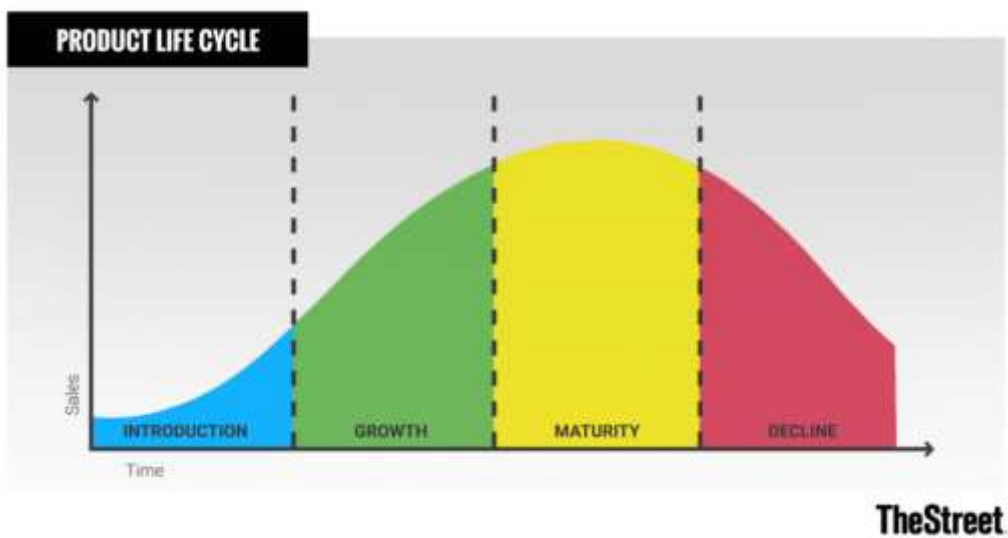
**1B) Read the definitions below and find the word/s they refer to. Use your smartphone to look them up on the Net and fill in the table.**

Word	Meaning
	early adopters
	rapidly rising sales
	declining number
	high cost per customers
	declining sales
	middle majority
	to offer product extensions, service, warranty
	to reduce to level
	needed to retain
	most loyal customers
	to use cost-plus
	reducing to take advantage of heavy consumer demand
	to phase out weak items
	to build product awareness among early adopters and innovators

## FASE 2 - PRODUCT LIFE CYCLE

**2A) What is the product life cycle? Read these few lines to find it out, then look at the graph carefully and answer the open questions below.**

The product life cycle is an important concept in marketing. It describes the stages a product goes through, from its development to its removal from the market. Not all products reach this final stage; some continue to grow, others rise and fall.


















1. How many stages of the product life can you see in the graph?
2. What are the main stages of the product life?
3. Which is the stage with the highest sales?
4. Which is the stage with the lowest sales? Why? Give your opinion.

**2B) Watch the video at this link <https://m.youtube.com/watch?v=5B3Mu8dqXIE> and identify the main characteristics of the stages mentioned before. Write them in the table below.**

Stages of the product life cycle	Description of the stages
Introduction	
Growth	
Maturity	
Decline	

2C) Look at the pictures and match them with the correct stage of the product life cycle.

<p>rock and roll</p> 	<p>INTRODUCTION GROWTH MATURITY DECLINE</p>	<p>diet drinking</p> 
<p>rap music</p> 	<p>INTRODUCTION GROWTH MATURITY DECLINE</p>	<p>home delivery meals</p> 
<p>streaming television on line</p> 	<p>INTRODUCTION GROWTH MATURITY DECLINE</p>	<p>customizable shoes</p> 
<p>drone delivery</p> 	<p>INTRODUCTION GROWTH MATURITY DECLINE</p>	<p>the big mac</p> 
<p>watches</p> 	<p>INTRODUCTION GROWTH MATURITY DECLINE</p>	<p>uber</p> 
<p>virtual reality</p> 	<p>INTRODUCTION GROWTH MATURITY DECLINE</p>	<p>i phone 7</p> 
<p>jordan shoes</p> 	<p>INTRODUCTION GROWTH MATURITY DECLINE</p>	<p>self lacing shoes</p> 
<p>ice coffinated beverages</p> 	<p>INTRODUCTION GROWTH MATURITY DECLINE</p>	<p>self driving</p> 

2D) Watch the video at this link <https://www.youtube.com/watch?v=oma7q4sQW54&feature=youtu.be> to check the exercise 2C.

### FASE 3 - Case Study of Coca Cola

3A) Watch the video at this link <https://www.youtube.com/watch?v=SgZUaLTSAQI> and answer the following open-questions.

1. Which aspect of packaging was particularly considered by the Coca Cola Company during the life cycle of its product?
2. Which product replaced Coca Cola in the middle of its life cycle? Was it successful?
3. What animal was chosen to advertise the well-known brand?



3B) In pairs write a short summary of the video about the Coca Cola Company.

### FASE 4 - Marketing strategies

4A) Work in pairs. Identify the life stages of the products below and define on your notebook the specific marketing strategies referring to product, price, distribution advertising and sale promotion. Use the expressions in the table.



#### Useful expressions

• to offer a basic product	• to phase out weak items	• to reduce to minimal level
• to use cost-plus	• to cut price	• to diversify brand and models
• to build selective distribution	• to go selective: phase out unprofitable outlets	• to use heavy sales promotion to entice trial
• to build intensive distribution	• to price to match or beat competitors	• to reduce to level needed to retain most loyal customers
• to build awareness and interest in the mass	• to build more intensive distribution	• to build product awareness among early adopters and innovators
• market	• to stress brand differences and benefits	• to price to penetrate market
• to reduce to take advantage of heavy consumer demand	• to increase to encourage brand switching	• to offer product extensions, service, warranty

## FASE 5 - SUMMARY

**5A) Fill in the table about the stages of the product life cycle using the expressions provided. Then check with a classmate.**

Early adopters, declining number, rapidly rising sales, declining sales, high cost per customer, middle majority, low cost per customer, few

CHARACTERICS				
	INTRODUCTION	GROWTH	MATURITY	DECLINE
<b>SALES</b>	Low sales		Peak sales	
<b>COST</b>		Average cost per customer		Low cost per customer
<b>PROFITS</b>	Negative	Rising profits	High profits	Declining profits
<b>CUSTOMERS</b>	Innovators			Laggards
<b>COMPETITORS</b>		Growing number	Stable number, beginning to decline	

build selective distribution – offer product extensions, service, warranty – reduce to level needed to retain most loyal customers – use cost-plus – build more intensive distribution – reduce to take advantage of heavy consumer demand – phase out weak items – build product awareness among early adopters and innovators

STRATEGIES				
	INTRODUCTION	GROWTH	MATURITY	DECLINE
<b>PRODUCT</b>	Offer a basic product		Diversify brand and models	
<b>PRICE</b>	Use cost-plus	Price to penetrate market	Price to match or beat competitors	Cut price
<b>DISTRIBUTION</b>		Build intensive distribution		Go selective : phase out unprofitable outlets
<b>ADVERTISING</b>		Build awareness and interest in the mass market	Stress brand differences and benefits	
<b>SALES PROMOTION</b>	Use heavy sales promotion to entice trial		Increase to encourage brand switching	Reduce to minimal level

## FASE 6 – SELF ASSESSMENT

### 6A) At the end of each lesson answer these questions.

1. What have you learnt today?
2. I have done my best in
  - doing activities
  - communicating
  - in social relationships
3. I have to improve:
  - the way I work
  - the use of the English language
  - interpersonal relationships
4. How can you improve...
  - the way you work?
  - the use of the English language?
  - your social relationship?

### 6B) Al termine dell'unità di apprendimento, esprimi brevemente le tue considerazioni in merito ai punti seguenti.

- a. Il percorso generale dell'attività CLIL proposta dall'insegnante.
- b. Le difficoltà che hai dovuto affrontare e come le hai risolte.
- c. Cosa hai appreso da questa unità.
- d. Cosa devi approfondire per comprendere appieno l'argomento.
- e. Come valuti il lavoro da te svolto (punti di forza e di debolezza).