

Minority Marketing

Description

Pupils will work in groups of four or five on the development of their own marketing campaign. The campaign is aimed at informing outsiders about the value of the specific minority language and to promote the use of it. Students are expected to make a thorough SWOT-analysis (Strengths, Weaknesses, Opportunities and Threats) and to take the four elements of the Marketing Mix (Product, Price, Place and Promotion) into consideration. The final result of the project is a marketing report and a (PowerPoint-) presentation.

Learning objectives

The project "Minority Marketing" has the following learning objectives:

- To teach the pupils to gain a better understanding of their own cultural background
- To improve the pupils' analytical skills
- To teach the children how to set up a marketing campaign
- To develop the pupils' persuasive argumentation skills
- To teach the children to work in a team
- To improve the children's reporting skills
- To teach the pupils presentation skills

Target Group

This project is recommended for children with at least a basic knowledge of marketing and therefore suitable for the age group 15-18.

Optional Variety

With the necessary adaptations, this project could be suitable for younger children as well. For example, instead of working in groups, these children work individually on the creation of a "Minority Marketing Poster", perhaps accompanied by a slogan.