

# Modal Lesson Plan

Subject –Entrepreneurship

Period-40 minutes

Class-12<sup>th</sup>

Topic-Sales Promotion

Unit/Chapter-unit 3(Marketing)

## **Learning Outcomes:-**

After completion of the topic, students will -

- Remember and understand the meaning of sales promotion.
- Apply the different sales promotion techniques in a particular situation of their surroundings.
- Analyse and appraise the various methods of sales promotion and correlate them with current situations.

## **Learning Objectives:-**

### 1. Cognitive Domain:-

- Knowledge:- The students will be able to recall the concept of sales-promotion.
- Comprehension:-The students will be able
  1. to describe the various methods of sales promotion.
  2. to identify causes which led to implement sales promotion in society
- Application:-The students will be able to analyse the positive and negative impact of sales promotion on society.

### 2. Affective Domain:-

- Interest:-The students will be able to take interest in study of sales promotion. The students will be able to show curiosity to implement various methods of sales promotion in their daily life.
- Attitude:-the students will be able to show positive attitude towards the implementation of various methods of sales promotion.

### 3. Psychomotor Domain:-

- skill:-The students will be able to make a diagram showing the working of various methods of sales promotion. The students will also be able to show comparative study of various methods of sales promotion with the help of charts and newspapers.

## **Learning Resources:-**

- NCERT Book of Entrepreneurship
- Charts
- Newspaper
- Digital Board
- Market

## **Methods to facilitate learning:-**

- Question answer method
- Explanation method
- Inductive method

## **Previous knowledge assumed:-**

Students may have knowledge of marketing, sales, and advertising.

## **Previous knowledge test:-**

Sr. no	Teacher-Activity	Student Response
1.	What do you mean by marketing?	Marketing is the sum total of all those activities which move goods and services from producers to consumers.
2.	What is sales?	Sales means selling of goods and services.
3.	What is advertising?	Advertising means providing adequate knowledge about some product to potential consumers.

## **Introduction to topic:-**

Well students, Today we will discuss about “Sales Promotion”.

## **Presentation :-**



<p><b>Explain</b></p>	<p>on showing an empty packet of product priced rs. 100.</p> <ul style="list-style-type: none"> <li>● Vacuum cleaner is free with television.</li> <li>● Buy one, get one free</li> </ul> <p>Teacher also shows them on digital board</p> <ul style="list-style-type: none"> <li>● Mobile phones are available on 0% finance.</li> </ul> <p>Now, Teacher will ask to students –“What is this, dear students?”</p> <p>Yes, dear students ,There are various methos of sales promotion such as---</p> <ul style="list-style-type: none"> <li>● <u>Rebate</u>-Under it,in order to clear excess stock ,products are offered at some reduced price.</li> <li>● <u>Refunds</u>-Under this,some part of price of an article is</li> </ul>	<p>Studentsimmediately replies-These are various methos of increasing sales ,Madam.</p>	<ul style="list-style-type: none"> <li>● Rebate</li> <li>● Refund</li> <li>● Product Combination</li> <li>● Quantity gift</li> <li>● Full finance@0%</li> <li>● Samling</li> </ul>
-----------------------	---	---	--

	<p>refunded to customers on showing proof of purchase.</p> <ul style="list-style-type: none"> <li>● <u>Product Combination</u>-Under this, along with main product some other product is offered to customers as a gift.</li> <li>● <u>Quantity gift</u>-under this, some extra quantity of main product is passed on as a gift to customers.</li> <li>● <u>Full Finance</u>-Under this, the product is sold and money received in installments at 0% rate of interest.</li> <li>● <u>Sampling</u>-under this, the producer distributes free samples of his</li> </ul>		<p>Merits—</p> <ul style="list-style-type: none"> <li>● Increases sales</li> </ul>
--	--	--	--

<p><b>Elaborate</b></p> <p>Merits and Demerits of sales promotion</p>	<p>product among consumers.</p> <p>Now teacher asks ----students, think about merits and demerits of sales promotion Yes, dear students, you are absolutely right. Now, write down merits and demerits of sales promotion :-- <u>Merits:-</u></p> <ul style="list-style-type: none"> <li>● Increases sales</li> <li>● Helpful in launching new products</li> </ul> <p><u>Demerits:-</u></p> <ul style="list-style-type: none"> <li>● Costly</li> <li>● Spoils image of products</li> </ul>		<ul style="list-style-type: none"> <li>● Helpful in launching new product</li> </ul> <p>Demerits –</p> <ul style="list-style-type: none"> <li>● Costly</li> <li>● Spoils image of product</li> </ul>
<p><b>Evaluate</b></p>	<p>Teacher will now allow students to explain ideas about sales promotion. Teacher –what did we learn today? How it is beneficial ?</p> <p>What are demerits of sales promotion?</p>	<p>Student –sales promotion increase our sales. Other student-It is beneficial method in launching a new product.</p> <p>Student-But it is costly and spoils product image</p>	

	Which topic do you like most?	<p>Student-I like the methods of sales promotion most such as rebate,refund,product combination etc.</p> <p>Other student –but I like 0%finance the most because we may buy any costly product .</p>	
--	-------------------------------	--	--

### **Recapitulation:--**

1. Sales promotion refers to all activities or incentives which are undertaken to increase sales.
2. Sales promotion is not regular activity.
3. Sales promotion is helpful in increasing sales and in launching a new product. But it is a costly technique and spoils the image of product.
4. Rebate,Refund,Product-Combination,Quantity gift etc are different methods of sales promotion.

### **Home Work /Assignment:--**

Write these questions –answer in your notebook and learn:---

1. What is sales promotion?
2. What are the methods of sales promotion?
3. Why sales promotion is beneficial?
4. What are demerits of sales promotion?
5. Write meaning of followings:---
  - Sales
  - Seller
  - Purchaser
  - Product
  - Sales promotion
  - Advertising
  - Rebate
  - Refund
  - Sampling

