



Undervisningsbeskrivelse

Termin	Juni 2024
Institution	Svendborg Handelsgymnasium
Uddannelse	HHX
Fag og niveau	Afsætning A, engelsk
Lærer(e)	Lene Sidelmann (LESI)
Hold	HH21-24E

Oversigt over gennemførte undervisningsforløb

Course	1G
1	Introduktion til Afsætning (grundforløb)
2	Eksterne forhold (grundforløb)
3	Købsadfærd på konsumentmarkedet (grundforløb)
4	Introduction 1g + repetition / translation of "grundforløbet" + upgrade external cond.
5	Internal Conditions (& Sustainability course 1 & 2 (BMC & Buying Behavior)
6	Competitive Conditions
7	SO2 – Marketing & Informatics including competitive conditions
8	Strategy (& Sustainability course 3)
9	Segmentation & Positioning BtC
10	Case – repetition Marketing



2G	
11	The Marketing Mix – The Product Parameter
12	The Marketing Mix – The Price Parameter
13	The Marketing Mix – The Distribution (Place) Parameter
14	The Marketing Mix - The Promotion Parameter
15	The Marketing Mix – The Service Product
16	The Industry Analysis – Porters 5 Forces - repetition
17	Internationalization light – for EC use
18	BtB Market – Identification and Buying Behaviour
3G	
19	SO7 – SRO
20	Market Analysis
21	Internationalization + segmentation in an international perspective
22	Marketing Mix in an international perspective & Marketingplan
23	Exam Project – repetition – exam preparation



Titel 1	Introduktion til Afsætning (grundforløb på dansk)
Indhold	<p>Systime – Marketing, Læreplan 2017</p> <ul style="list-style-type: none">• Introduktion til Afsætning (GF)<ul style="list-style-type: none">○ 1. Virksomheden○ 2. Ide og forretningsmodeller○ 3. Den interne situation○ 4. Den eksterne situation○ 5. Forbrugeradfærd○ 6. Målgruppen○ 7. Strategi <p>Diverse eksempler.</p>
Omfang	3 moduler á 95 minutter
Særlige fokuspunkter	<p>Introduktion til faget – give eleverne en ide om fagets identitet og indhold.</p> <p>Introduktion til dét at arbejde med begreber/modeller/teorier.</p>
Væsentligste arbejdsformer	<p>Klasseundervisning med øvelser + gennemgang af disse</p> <p>Gruppearbejde om både tildelte og selvvalgte virksomheder</p> <p>Pararbejde</p> <p>Klassedialog</p>



Titel 2	Eksterne forhold (grundforløb på dansk)
Indhold	Systime – Marketing, Læreplan 2017 <ul style="list-style-type: none">• Kap. 3: Den eksterne situation<ul style="list-style-type: none">○ 3.0: Den eksterne situation○ 3.1: Omverdensmodellen<ul style="list-style-type: none">▪ Virksomhedernes afhængige omverden▪ Virksomhedernes uafhængige omverden○ 3.2: OT-opstilling• Rest indbygges i repetitionsmoduler i starten af 1g
Omfang	1 modul á 95 minutter
Særlige fokus-punkter	Introduktion til virksomheders omverden, herunder omverdensmodellen. Skabe forståelse for omverdenens indflydelse på virksomheder, samt omverdenens betydning for virksomhedernes strategiske beslutninger. Eleverne skal kunne: <ul style="list-style-type: none">• redegøre for eksterne faktorer af væsentlig betydning for virksomheden• analysere og diskutere betydningen af ændrede omverdensvilkår for virksomheder• på baggrund af makroforholdene på markedet udarbejde en OT-opstilling Diverse eksempler.
Væsentligste arbejdsformer	Klasseundervisning med øvelser + gennemgang af disse Gruppearbejde om både tildelte og selvvalgte virksomheder Pararbejde Klassedialog



Titel 3	Købsadfærd på konsumentmarkedet (grundforløb på dansk)
Indhold	Systime, Marketing – Læreplan 2017 <ul style="list-style-type: none">• Kap. 7: Købsadfærd på konsumentmarkedet<ul style="list-style-type: none">○ 6.0: Købsadfærd (introduktion til kapitlet)○ 6.1: SOR-modellen○ 6.2: Behov○ 6.3: Købemotiver○ 6.4: Købstyper og købsadfærdstyper○ 6.5 Køberoller○ 6.6: Beslutningsprocessen○ 6.7 Andre købsadfærdsbegreber
Omfang	6 moduler á 95 minutter
Særlige fokus-punkter	Eleverne skal kunne: <ul style="list-style-type: none">• redegøre for modeller og teorier til bestemmelse af kundernes købsadfærd på konsumentmarkedet.• analysere købsadfærden i en given situation og diskutere betydningen heraf for virksomhedens strategiske beslutninger
Væsentligste arbejdsformer	Klasseundervisning, Gruppearbejde/pararbejde, Fælles gennemgang af opgaver/klasediskussioner, Præsentationer, Skriftligt arbejde.

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Titel 4	Intro 1g + repetition / translation
Indhold	Systeme – Marketing, Læreplan 2017
Omfang	2 lessons of 95 minutes
Særlige fokuspunkter	To start working with marketing in English.
Væsentligste arbejdsformer	Group work translating different parts of “grundforløbet” and small presentations.

Titel 5	Internal Conditions
Indhold	Systeme – Marketing, Læreplan 2017 <ul style="list-style-type: none">• Chapter 2<ul style="list-style-type: none">○ Competitive advantages○ Core competence○ Critical Success Factors (CSF)○ Business Models & BMC○ Value Chains○ SW• Case / article on Lego & sustainability
Omfang	5 lessons of 95 minutes
Særlige fokuspunkter	
Væsentligste arbejdsformer	Theory with dialogue in class with built in check questions Small task – individually and in pairs Poster production of BMC in groups with CL presentation (walk around – everybody presenting) See movie - ½ class discussion at a time Written assignment: Carlsberg internal & external conditions.



Titel 6	Competitive Conditions
Indhold	<p>Systime – Marketing, Læreplan 2017</p> <ul style="list-style-type: none">• Introduction Marketing• Competitive Conditions<ul style="list-style-type: none">○ Market Characterization○ BtB & BtC markets○ Competitor Identification – the competition funnel○ Competitive positions○ Competition type○ Industry analysis – Porters 5 forces <p>Case / article Netflix Info-search / introduction to and work with:</p> <p>Euromonitor database Statistikbanken Webpages Infomedia</p>
Omfang	5 lessons of 95 minutes
Særlige fokuspunkter	
Væsentligste arbejdsformer	<p>Theory with dialogue in class with built in check questions Small task – individually and in pairs Group work with self-chosen companies</p>



Titel 7	SO2 Marketing & Informatics
Indhold	
Omfang	10 lessons marketing of 95 minuttet
Særlige fokuspunkter	<p>The learning objectives of the course:</p> <ul style="list-style-type: none">• That you learn how to solve an interdisciplinary issue as a team• That you learn how to use the different techniques from the 2 courses• That you can search, analyze and manipulate relevant information• That you can structure and present academic material both written and oral <p>Core theory from Informatics:</p> <ul style="list-style-type: none">• Dataflowdiagrammering af website brugerinteraktion• Interaktionsdesign og brugervenlighed• Webdesign og gestaltlove• Planlægning og udarbejdelse af webshop IT system• Webdesignmetoder, strukturdiagram, prototype, wireframes• Scenarie og brugertest af webside• Gamification, Gameplay og Scratch programmering ift. et reklamespil. <p>Core theory from Marketing:</p> <ul style="list-style-type: none">• Market analysis, Systime "Marketing" kap. 1, afsnit 1.1 + 1.2, 1.3 – new• Competitive conditions, Systime "Marketing" kap. 4 – new• External conditions, Systime "Marketing" kap. 3 - repetition• Buying behaviour btc, Systime "Marketing" kap. 6 – repetition• Databases: Infomedia, Euromonitor, Bisnode and Danmarks Statistik
Væsentligste arbejdsformer	Case & group work. Written synopsis and PP for oral presentation. Self-chosen new company within the jewelry-, sportsclothing- or mobilephone industries. Movie: Ready Player One – big data



Titel 8	Strategy
Indhold	<p>Systeme – Marketing, Læreplan 2017</p> <ul style="list-style-type: none">• Chapter 8:<ul style="list-style-type: none">○ Mission, vision, values, objectives○ SWOT – TOWS○ Generic strategies○ Ansoff – growth strategies○• Chapter 10:<ul style="list-style-type: none">○ Growth by integration○ Growth by diversification○ Strategic alliances• Case Lagkagehuset on the basis of their written year exam.• Case / article Lidl
Omfang	5 lessons of 95 minutes
Særlige fokuspunkter	
Væsentligste arbejdsformer	Theory with dialogue in class with built in check questions – students were facetimeing with small questions. Small task – individually and in pairs

Titel 9	Segmentation and Positioning
Indhold	<p>Systeme – Marketing, Læreplan 2017</p> <p>Chapter 11:</p> <ul style="list-style-type: none">• Market segmentation• The segmentation process• Target market selection• Positioning
	4 lessons of 95 minutes
Særlige fokuspunkter	
Væsentligste arbejdsformer	Case-work & group work. Written assignment – segmentation of self-chosen product.



Titel 10	Case – repetition Marketing 1g
Indhold	Systeme – Marketing, Læreplan 2017 •
Omfang	4 lessons of 95 minutes
Særlige fokuspunkter	
Væsentligste arbejdsformer	Case-work & group work Poster production as a repetition of theory from 1g: Internal conditions – External conditions, competitive conditions, buying behavior, strategy, parametermix. Self chosen company in partner groups.



Titel 11	The Marketing Mix – The Product Parameter
Indhold	Systeme – Marketing (iBog): Chapter 15: Product <ul style="list-style-type: none">○ 15.1: Classification of products○ 15.2: Quality dimensions○ 15.3: Product range○ 15.4: Brand strategy○ 15.5: Branding○ 15.6: PLC Cases: Hansens Flødeis Information selection / database search. Diverse eksempler.
Omfang	3 lessons
Særlige fokus-punkter	
Væsentligste arbejdsformer	Classroom teaching, Group work/pair work, Joint review of assignments/class discussions, Written work, Presentations

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Titel 12	The Marketing Mix – The Price Parameter
Indhold	Systeme – Marketing (iBog): Chapter 18: Price <ul style="list-style-type: none">● 18.1 Pricing strategy● 18.2 Price elasticity● 18.3 Pricing methods● 18.4 Price differentiation● 18.5 Pricing new products
Omfang	3 lessons
Særlige fokus-punkter	



Væsentligste arbejdsformer	Classroom instruction Groupwork. Task about the theory of the place parameter combined with visits in Netto, Silvan or PetWorld. Presentations of the cases.
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Titel 13	The Marketing Mix – The Distribution (Place) Parameter
Indhold	Systeme – Marketing (iBog): <ul style="list-style-type: none">• Cpt. 20: Distribution<ul style="list-style-type: none">○ 20.1: Direct and indirect distribution○ 20.2: Distributionschannels○ 20.3: Distributionstrategy○ 20.4: Types of chains○ 20.5: Online selling
Omfang	2 lessons
Særlige fokuspunkter	
Væsentligste arbejdsformer	Class teaching of the theory and small examples + tasks Group work / pairs – selfchosen companies that are analyzed and presented to other students



Titel 14	The Marketing Mix - The Promotion Parameter
Indhold	Systeme – Marketing (iBog): <ul style="list-style-type: none">• Cpt. 22: Promotion<ul style="list-style-type: none">○ 22.1: Organization of promotion activities○ 22.2: Promotion message and -content○ 22.3: Promotiontypes○ 22.4: The social mediaplatform○ 22.5: Viral marketing
Omfang	3 lessons
Særlige fokuspunkter	
Væsentligste arbejdsformer	Students teach the different subjects for ½ of the class: <ul style="list-style-type: none">• Explanation of the theory• Examples of the theory in real life• Small tasks to the other students <p>The last part of the course about the parametermix consisted of a group task:</p> <ul style="list-style-type: none">• Selfchosen company affected by sustainability issues• Business Model Canvas• Persona• Discuss where sustainability affects the company and how they can adjust the paramtermix til make it more “green”

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Titel 15	The Marketing Mix - The Service Product
Indhold	Systeme – Marketing (iBog): <ul style="list-style-type: none">• Cpt. 16• 16.1 Service as a concept• 16.2 Service package and value chain• 16.3 Service delivery system• 16.4 The 7 P's• 16.5 Experience Economy – is NOT part of this class' subjects
Omfang	4 lessons
Særlige fokuspunkter	
Væsentligste arbejdsformer	Theory in common and small task. Group Task – self-chosen Texan company with an overweight of service-elements. Presentations from posters made.



Titel 16	Industry Analysis – Porters 5 Forces
Indhold	Systeme – Marketing (iBog): Chapter 5: <ul style="list-style-type: none">• 5.1 Industry characteristics• 5.2 Industry analysis
Omfang	2 lessons
Særlige fokuspunkter	
Væsentligste arbejdsformer	Classroom teaching, Group work/pair work, Joint review of assignments/class discussion, Written work, Presentations

Titel 17	Internationalization light for EC use
Indhold	Systeme – Marketing (iBog): Chapter 9: <ul style="list-style-type: none">• Export motives• Export barriers• Market selection methods
Omfang	1 lessons
Særlige fokuspunkter	
Væsentligste arbejdsformer	Classroom teaching, Group work/pair work, Joint review of assignments/class discussion, Written work, Presentations

Titel 18	BtB – identification & Bying Behaviour
Indhold	Systeme – Marketing (iBog): Chapter 7: <ul style="list-style-type: none">• 7.1 Purchase behavior• 7.2 Decision making process• 7.3 Selection criteria• 7.4 Factors influencing
Omfang	4 lessons



Særlige fokuspunkter	
Væsentligste arbejdsformer	Classroom teaching. Group work with "whiteboard company" – focus on the 3 different sub-markets and their buying behavior.

3G

Titel 19	SRO
Indhold	<ul style="list-style-type: none">• Studieområde rapporten (mini-SOP)• Tværfaglig I de 2 studieretningsfag AFS og IØ.• Fælles overskrift "USA"• Egen produktion af problemformulering• Rapport på 6-10 sider og mundtlig, individuel præsentation for begge undervisere.
Omfang	
Særlige fokuspunkter	
Væsentligste arbejdsformer	

Titel 20	Markedsanalyse (+ metode)
Indhold	Marketing Systeme <ul style="list-style-type: none">• Chapter 1• The purpose of data collection• Data sources• Databases• Qualitative methods• Quantitative methods• Questionnaire design• Respondent selection• Sample selection• Sources of error• Representativeness• The Market Analysis Process• Big Data
Omfang	4 lessons of theory with exercises + 3 lessons for working with market analysis in groups
Særlige fokuspunkter	
Væsentligste arbejdsformer	Written group assignment and oral presentation of own market analysis. 5 ET per student.



3G

Titel 21	Internationalization & segmentation i international perspective
Indhold	Marketing Systeme Cape. 9 Internationalization <ul style="list-style-type: none">○ Part 1:<ul style="list-style-type: none">● Export motives● Export preparedness● Internationalization models○ Part 2:<ul style="list-style-type: none">● Market selection● Information on international markets○ Part 3:<ul style="list-style-type: none">● Cultural conditions Chapter 12 Segmentation in an international perspective
Omfang	8-10 lessons + 3 lessons to work with the country analysis in school
Særlige fokuspunkter	
Væsentligste arbejdsformer	Written group assignment and oral presentation: Country analysis (funnel model) 5 ET per student.

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Titel 22	Marketingmix in an international perspective and marketingplan
Indhold	Marketing / Systeme <ul style="list-style-type: none">● Chapter 17 Product parameter in international perspective● Chapter 19 The price parameter in an international perspective● Kap. 21 International distribution● Kap. 23 International promotion● Chapter 24 Marketing mix in an international perspective● Chapter 25. Marketingplan
Omfang	



Særlige fokuspunkter	
Væsentligste arbejdsformer	Skriftlig aflevering individuel: convenience årsprøven (6 ET)

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Titel 23	Exam projekt + repetition + exam preparation
Indhold	Exam project in groups. Working with different companies in the fitness industry. Analysis of all parts of their marketing work. Exercises with oral exam like tasks. Discuss written exam tasks.
Omfang	Exam project: 7 lessons work at school – presentations in groups with no feedback.
Særlige fokuspunkter	
Væsentligste arbejdsformer	