



## The Marketing Activities of Gloucester Rugby Club

<b>Activity title:</b>	Introduction to the marketing activities of Gloucester Rugby Club
<b>Curriculum area:</b>	PE / BTEC Sport
<b>NC objectives:</b>	Btec unit 24
<b>Main learning objective</b>	Pupils investigate the marketing strategies of GRFC, their costs, and which strategies are most effective.

**NOTE:** This unit requires a modern Gloucester Rugby match programme. For a free copy of a recent programme please contact the Community Team at Gloucester Rugby.

Timing	Lesson plan ideas, activities and resource sheets
INTRODUCTION  15 minutes	<ul style="list-style-type: none"> <li>• Use PowerPoint 1.1a throughout the starter and main activity.</li> <li>• Explain to pupils that the lesson will focus on the promotion of Gloucester rugby club, and where that fits into the 4 Ps of Marketing (place, price, product and promotion). It is essential that pupils appreciate that each of the 4 Ps interlink and should not be seen as separate factors.</li> </ul> <p style="text-align: right;">...continued</p>



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<p>INTRODUCTION</p>	<ul style="list-style-type: none"> <li>Using a selection of early programmes (1.1b, 1.1c, 1.1d or 1.1e) discuss how the club would have marketed itself back in the early days and how effective this was. You can also give the students examples of the early costing for advertising by investigating the season cost breakdown (1.1j and 1.1k) and the invoice for advertising in the Citizen in 1895 (1.1l). What percentage of income was spent on advertising? How does this compare to the modern day levels?</li> <li>Now discuss how this compares to the marketing of the club for the current season. What are the differences to early programmes? Using 1.1h and 1.1i, what information is used to advertise the club?</li> </ul>
<p>MAIN ACTIVITY</p> <p>30 minutes</p>	<ul style="list-style-type: none"> <li>In order to meet the pass criteria for Unit 24, pupils must explain how the club markets itself locally, nationally and globally. Examples include bill boards, newspapers, TV, radio, flyers, community initiatives and school initiatives. Handouts 1.1f and 1.1g are examples of internet advertising of the ground. Information can be found on the Gloucester Rugby club website (<a href="http://www.gloucesterrugbyclub.co.uk">www.gloucesterrugbyclub.co.uk</a>) - by selecting the links, students can view information including shop prices and adverts for camps and hospitality.</li> <li>Pupils must research wherever possible how much each of these costs, and make a judgement on how cost effective each is.</li> <li>The PowerPoint 1.1a contains 3 tasks which cover the grading criteria for the Btec unit 24. Work through these (they make take several lessons). They must describe the marketing activities of Gloucester Rugby Club, plan market research for the club and market the current shirt.</li> </ul>
<p>PLENARY</p> <p>5 minutes</p>	<ul style="list-style-type: none"> <li>Whole class discussion on what information they have found and whether they found anything that surprised them. Refer back to the costing sheet from the early years (1.1j and 1.1k). Such a small amount of marketing producing such big crowds? What factors must the club consider now that they did not have to then?</li> <li>Work to continue next lesson.</li> </ul>

Continued



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### Suggested extension activities or cross curricular links:

- Make poster adverts for the same topic that could be used to promote the club
- Come up with new exciting forms of advertising that GRFC could consider using for the current season
- Calculate the exact costing of a complete marketing scheme for one season, and possible ways of measuring how cost effective it has been