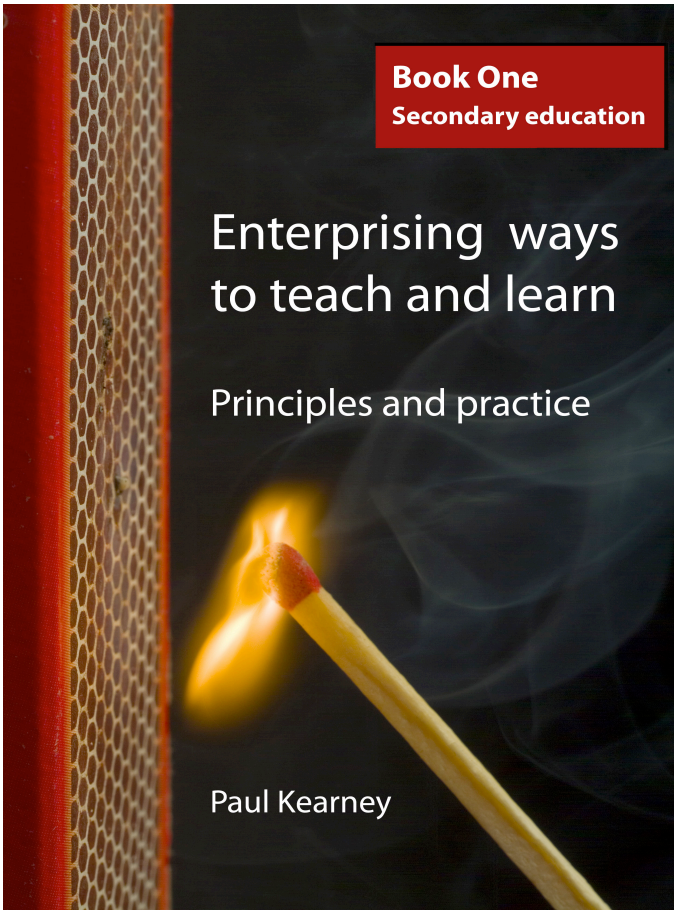
# Sample
# Cooperative learning technique




# The Market
# marketing strategy

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# Expert jigsaw – the market

A jigsaw technique is used to organise students in developing a market strategy

The example below involves The Market, where teams are developing marketing strategies for their stalls, i.e. flowers, sweets, clothes and toys. The teacher explains the four elements of the marketing strategy i.e. the four Ps.

- Price, e.g. discounts
- Place, e.g. main thoroughfare
- Promotion, e.g. posters
- Product, e.g. attractive package

There are four members for each team.

Briefly each team discusses its stall and the role of each P in a marketing strategy.

Each member of the team is given a 'P' (e.g. price) to become an *expert* on.

All would-be experts leave their teams and form 'expert' groups. For example, all members focussing on price form a Price Group and discuss the role of price in marketing. Then they explore ways that price may be used to better market one another's stalls.

Next all the experts return to their teams. Then they tell their team what they have found out. For example the price expert may explain the value of family discounts.

Finally teams begin drawing up their strategies.

The diagram below shows how all price experts (B) form an Expert Group on price. The same applies to the other areas.

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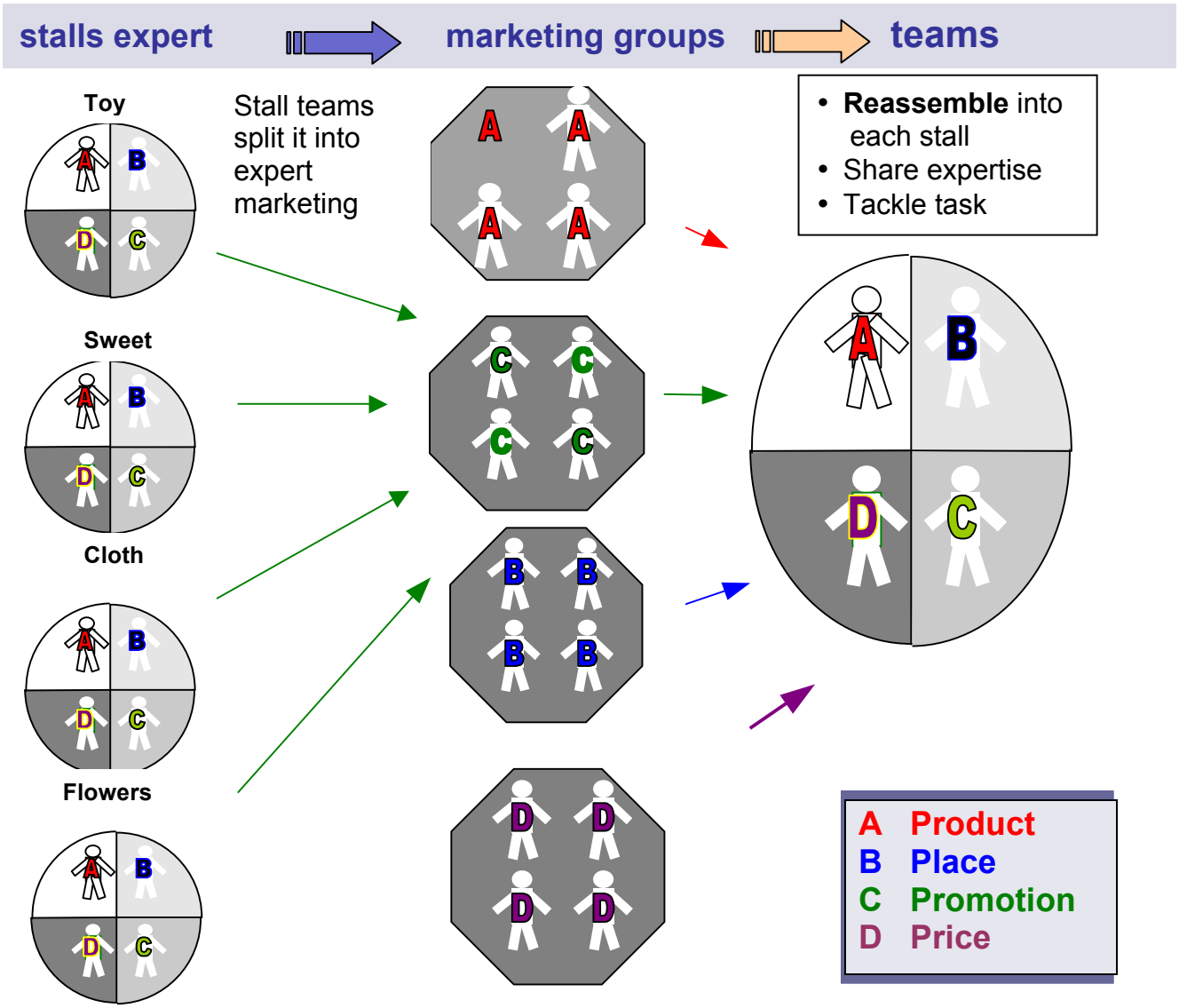
## Explanatory diagram

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