

## Erasmus + KA1 project “Implementing CLIL in project work” “Product Life Cycle”

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<b>Age group/form</b>	16 students from 10th form. Level of English Intermediate and Upper-intermediate.	
<b>Time (min)</b>	80 min	
<b>Integration of subjects</b>	English and Economics	
<b>Timetable fit</b>	The main theme the learners are studying in Economics is marketing; they have discussed marketing mix, and now will get acquainted with the product life cycle. In English the main theme is ‘Modern society’ concerning business, consumption, production and shopping aspects.	
<b>Aim</b>	To introduce the product life cycle stages using task based approach and develop presentations about students’ own products.	
<b>Objectives</b>	1) to improve cooperation and project-work skills; 2) to apply concordance for learning new vocabulary and introduce guessing and inferencing strategies; 3) to improve and practice presentation skills.	
<b>Real life and culture context</b>	Product life cycle can be compared with any life and death cycles in nature (tree, apple, human life, etc.) and it is important how we treat products and things at all the stages of development.	
<b>Planned results</b>	<b>Content</b>	Learners understand the essence of product life cycle and can differentiate between the stages.
	<b>Language</b>	Learners have enriched vocabulary and terminology on marketing; they can identify and apply Passive Voice structures.
	<b>Communication</b>	Learners have improved communication strategies in groups and presentation skills
	<b>Cognition</b>	Learners can apply inferencing, guessing and predicting strategies independently

### In what way CLIL is implemented in project work?

Students are using authentic materials in English to investigate the given product life cycle and then to develop a micro-project - presentation about their own product in groups.

## Procedure

### Pre-task (warm-up)

#### Activity1- predicting from pictures.

- a) Students are divided into two groups: the 1st group brainstorms the most popular products nowadays, and 2<sup>nd</sup> writes the name of products which were popular but became old-fashioned today. Students try to guess the theme of the lesson.

(Support materials 1: Power Point presentation or photographs)

- b) Students are asked to find what unites a human life, a plant, the sun, a product at the market (they all have a particular life cycle).

### Tasks (main part)

**Activity2- predicting and guessing word meaning from the context.** Teacher gives each pair of students' slips of paper with lists of expressions from concordance and explains the guessing strategy. Students are asked to guess the meanings of the words in capital letters from concordance.

**Scaffolding:** teacher asks students in each group to explain their guesses, comments and compare their guesses with the glossary.

(Handout 1 – key vocabulary; Support materials 2: glossary)

**Activity 3- Table completion** Teacher gives students a text and asks them to do the task and fill in the table.

**Scaffolding:** teacher asks one student to name the correct answers for the 1<sup>st</sup> stage

**Peer- assessment:** students exchange their works and discuss the differences; finally they receive answers and check their works. (Handout 2 – tasks 1, 2 and 3)

**Activity 4- Cloze.** Students underline the passive voice forms in the text and try to figure out the rule. Having discussed the main role of the Passive Voice, students do the task.

**Self-assessment** using the text. (Handout 2 – task 4)

#### Activity 5- Group poster presentation

Students get the task to represent different products at the stages of their development and invite others to invest money in these products

**Peer-assessment of presentation.** (Handout 2 – tasks 5 and 6; A3 posters)

### Post task (revision and reflection)

**Activity 6- Matching:** Students match names of stages with the definitions. (Handout 2 – task 7)

**Activity 7- Self-assessment:** students answer the questions:

Why it is important to identify the product cycle correctly? What are the 3 most interesting things I have learnt? What else I would like to know about the products and markets? Teacher checks general understanding asking particular questions and asking students to answer true /false. Teacher guides the discussion and gives her feedback for the lesson.

## Resources

Vocabulary : [www.lex tutor.ca](http://www.lex tutor.ca;);

Glossary: Hornby, A. (2000) Oxford Advanced Learner's Dictionary. Oxford: Oxford University Press

Reading: picture: <http://productlifecyclestages.com/>;

Text: Products - product life cycle. Available from:

[http://tutor2u.net/business/marketing/products\\_lifecycle.asp](http://tutor2u.net/business/marketing/products_lifecycle.asp)

Presentations: A3 posters

## Support materials 1: Power Point presentation or photographs

### WARMER (POWER POINT PRESENTATION)

WHAT IS COMMON BETWEEN LIVE BEINGS AND PRODUCTS?

- PRODUCTS ARE MADE OR “BORN”
- PRODUCTS GROW AND DEVELOP
- PRODUCTS GIVE BIRTH TO OTHER PRODUCTS
- AND DIE...(OR GO AWAY FROM THE MARKET)

WHAT HAPPENS TO PRODUCTS WE DO NOT NEED ANYMORE?

- RECYCLE
- THROW AWAY
- KEEP AT HOME
- SELL TO SOMEONE



## Handout 1- Key Vocabulary

Task 1 Look through the text extracts and try to guess the meaning of the underlined words in capital letters. Compare and discuss your guesses with your group. (Resource: <http://conc.lectutor.ca/concordancers/wwwassocwords.pl>)

002. source of revenue for the assessors of those towns where a SUBSTANTIAL amount of such property would be subject to taxa

007. e use of this phrase, or of "Christian nations", which is a SUBSTANTIAL equivalent. Wheaton stated that the public law w

031. eded \$300 million, compared to \$222 million in 1959 **despite** SUBSTANTIAL price reductions in virtually all types. Product

.....

004. inale. With Mickey Mantle and Yogi Berra both out of **action** DUE TO injuries, the American League champs still mounted a

009. e into politics and finds that his present difficulties **are** DUE TO his habit of attributing to his own abilities and tal

010. end reflection losses even further. The internal losses **are** DUE TO absorption and the small but finite losses suffered i

.....

001. oup, have invariably equated residential integration with a DECLINE in property values, a circumstance viewed with consi

002. in short, abrupt outbursts. \_3.\_ Studies of the growth **and** DECLINE of children's fears indicate that fears due to stran

005. textile industry, was affected substantially by the **current** DECLINE in business activity, we have been able to produce a

.....

002. ther due date deadline elapses, additions to the tax may **be** INCURRED. Furthermore, a bad check may subject the maker to

003. a strike, decided to keep its plants operating. The **company** INCURRED some \$10 million of expenses attributable to four f

004. a law provision that generally bars deductions for **expenses** INCURRED in connection with what it said was tax-exempt inco

.....

001. ese orphaned poems, dear father-brother, now I am gone; **and** LAUNCH them on the world when their time comes. For them a

002. t cases, such as India, a decade of concentrated effort **can** LAUNCH these countries into a stage in which they can carry

007. ell direct in non-dealer areas cooperate in enabling you **to LAUNCH** now and pay later. Terms range from one to five years

.....

002. imagine something like this happening to me. Maybe I **should WITHDRAW** my advice- no"? Brannon looked at Hank Maguire.

005. nd West. Major to this effort is to get all world powers **to WITHDRAW** to their own territories, say by 1970. "The West sh

006. rrants, MacPherson and his men decided it was much wiser **to WITHDRAW**. The posse's retreat encouraged the Mexicans

.....

001. x-Mrs. Bud Arvey, joined Playboy-Show-Biz Illustrated, as a **PROMOTIONAL** copy writer. She's a whiz. ... You can get into

002. printed shortly), and for a new space catalogue. **Additional PROMOTIONAL** activities included organizing the dedication pr

003. ooting Development Program in 1954, millions of dollars **and PROMOTIONAL** man-hours have gone into the development

.....

001. axe; the head dropped off; end of film. An early film by a **COMPETITOR** of the Wizard of Menlo Park simply showed a long

002. more. We sold only four pickers all last year". Gus **Ehlers, COMPETITOR** of Mr. Houtz in this farm community, says his bus

003. s are on the side of those who begin young, and the **Russian COMPETITOR** of 16 has at least thirteen years of training beh

.....

001. billion dollars of the spending increase is for defense, **an EXPENDITURE** necessitated by the penny-wise policies of the E

002. the planning of clear and efficient state-local revenue **and EXPENDITURE** relationships. \_DISADVANTAGES.\_ Although there

003. ship for which American industry is famous, is **considerable EXPENDITURE** of funds and efforts in marginal areas. An over-

.....

001. our rich natural heritage is growing. But that heritage **is SHRINKING** even faster. @ #NO JOYRIDE# @ MUCH of the glamor P

002. shadow, and made as much noise as a shadow. Haney felt **like SHRINKING** out of sight, but he was already trapped in the co

003. r. Pitchers grumble about lively balls and lively bats, **the SHRINKING** strike zone, and the fact that the knock-down pitc



## Support materials 2: Glossary

### Substantial

1 ~ large in amount, value or importance SYNONYM **considerable** *substantial sums of money*

### Due to

1 ~ caused by somebody/something; because of somebody/something

*Most of the problems were due to human error.*

### Decline

1 ~ a continuous decrease in the number, value, quality, etc. of something - a **rapid/sharp/gradual decline** **urban/economic decline**. *The company reported a small decline in its profits.*

### Incur

1 ~ **sth** if you **incur** sth unpleasant, you are in a situation in which you have to deal with it

*She had incurred the wrath of her father by marrying without his consent*

2 ~ **sth** if you **incur** costs, you have to pay them.

*You risk incurring bank charges if you exceed your overdraft limit.*

### Launch

1 ~ **sth** to start an activity, especially an organized one

*to launch an appeal/an inquiry/an investigation/a campaign to launch an attack/invasion*

2 ~ **sth** to make a product available to the public for the first time

*a party to launch his latest novel*

3 ~ **sth** to put a ship or boat into the water, especially one that has just been built

*The Navy is to launch a new warship today.*

### Withdraw

1 [ **intransitive** , **transitive** ] to move back or away from a place or situation; to make sb/sth do this **pull out** *Government troops were forced to withdraw.*

~ (sb/sth) (from sth) *Both powers withdrew their forces from the region.*

*She withdrew her hand from his.*

2 [ **transitive** ] to stop giving or offering sth to sb *He withdrew his support for our campaign.*

~ **sth** *Workers have threatened to withdraw their labour (= go on strike).*

### Promote

1 ~ **sth** to help sth to happen or develop

**encourage** *policies to promote economic growth*

*a campaign to promote awareness of environmental issues*

2 to help sell a product, service, etc. or make it more popular by advertising it or offering it at a special price

~ **sth** *The band has gone on tour to promote their new album.*

~ **sth as sth** *The area is being promoted as a tourist destination.*

### Competitor

1 a person or an organization that competes against others, especially in business

*our main/major competitor. We produce cheaper goods than our competitors.*

2 a person who takes part in a competition. *Over 200 competitors entered the race.*

### Expenditure

1 the act of spending or using money; an amount of money spent

*a reduction in public/government/military expenditure*

*Savings have been disposed of in order to meet the growing gap between income and expenditure.*

2 the use of energy, time, materials, etc *the expenditure of emotion*

### Shrink

( **shrank** / BrE [ʃræŋk] ; NAmE [ʃræŋk] / **shrunk** / BrE [ʃrʌŋk] ; NAmE [ʃrʌŋk] / ) or ( **shrunk** , **shrunk** )

1 [ **intransitive** , **transitive** ] ~ (sth) to become smaller, especially when washed in water that is too hot; to make clothes, cloth, etc. smaller in this way *My sweater shrank in the wash.*

2 [ **intransitive** , **transitive** ] to become or to make sth smaller in size or amount

*The tumour had shrunk to the size of a pea.*

## Products - Product Life Cycle

**Task 1:** Read the text and explain to your group mates the words in bold you have discussed in the previous task (use glossary or dictionary when necessary).

We define a product as "anything that is capable of satisfying customer needs. This definition includes both **physical products** (e.g. cars, washing machines, DVD players) as well as **services** (e.g. insurance, banking, private health care). Businesses should manage their products carefully over time to ensure that they deliver products that continue to meet customer wants. *The process* of managing groups of brands and product lines *is called* portfolio planning. The stages through which individual products develop over time is called commonly known as the "**Product Life Cycle**". The classic product life cycle has four stages (illustrated in the diagram): introduction; growth; maturity and decline.

Picture: <http://productlifecyclestages.com/>

### Introduction/Development Stage

At the Introduction (or development) Stage market size and growth is slight. It is possible that **substantial research** and development *costs have been incurred* in getting the product to this stage. In addition, marketing costs may be high in order to test the market, undergo **launch promotion** and set up **distribution channels**. It is highly unlikely that companies will make profits on products at the Introduction Stage. Products at this stage *have to be carefully monitored* to ensure that they start to grow. Otherwise, the best option may be to **withdraw or end the product**.

### Growth Stage

The Growth Stage is characterised by **rapid growth** in sales and profits. Profits arise **due to** an increase in output (economies of scale) and possibly better prices. At this stage, it is cheaper for businesses to invest in increasing their **market share** as well as enjoying the overall growth of the market. Accordingly, significant **promotional resources** are traditionally invested in products that are firmly in the Growth Stage.

### Maturity Stage

The Maturity Stage is, perhaps, the most common stage for all markets. It is in this stage that **competition** is most intense as companies fight to **maintain their market share**. Here, both marketing and finance become key activities. Marketing spending has to be monitored carefully, since any significant moves are likely to be copied by competitors. The Maturity Stage is the time when most profit is earned by the market as a whole. Any **expenditure** on research and development is likely to be restricted to product modification and improvement and perhaps to improve production efficiency and quality.

### Decline Stage

In the Decline Stage, **the market is shrinking**, reducing the overall amount of profit that can be shared amongst the **remaining competitors**. At this stage, great care has to be taken to manage the product carefully. It may be possible to take out some production cost, to transfer production to a cheaper facility, sell the product into other, cheaper markets. Care should be taken to control the amount of stocks of the product. Ultimately, depending on whether the product remains profitable, a company may decide **to end the product**. Resource: [http://tutor2u.net/business/marketing/products\\_lifecycle.asp](http://tutor2u.net/business/marketing/products_lifecycle.asp)

**Task 2** Students work in pairs and describe the expressions and terms from the text to each other in their own words. They can also use translation in Latvian to support the explanation.

<b>Student A</b> use the text and describe these expressions from the text to <b>student B</b> in your own words	<b>The guess is /is not correct (+/-)</b>	<b>Student B</b> use the text and describe these expressions from the text to <b>student A</b> in your own words	<b>The guess is /is not correct (+/-)</b>
substantial research		market share	
launch promotion		promotional resources	
distribution channels		maintain their market share	
withdraw or end the product		the market is shrinking	
rapid growth		to end the product	

**Task 3** Fill in the table using words from the text describing each of the 4 stages and compare your choice with your partner, explain him/her why do you think so using examples from the text. Some examples are made for you:

<b>PRODUCT CYCLE</b>	<b>INTRODUCTION AND DEVELOPMENT</b>	<b>GROWTH</b>	<b>MATURITY</b>	<b>DECLINE</b>
<b>SALES AND MARKET GROWTH</b>	growth is slight	.....	.....	.....
<b>COSTS, SPENDING, EXPENDITURES</b>	substantial/high costs	...	restricted to product modification and improvement	....
<b>PROMOTION/ ADVERTISING</b>	...	significant promotional resources		depending on the market strategy
<b>EARNINGS AND PROFITS</b>	.....	.....	.....	.....



### Answers

PRODUCT CYCLE	INTRODUCTION AND DEVELOPMENT	GROWTH	MATURITY	DECLINE
SALES AND MARKET GROWTH	growth is slight	is high	is stable	goes down
COSTS, SPENDING, EXPENDITURES	substantial/high costs	invest in growing market share	restricted to product modification and improvement	careful marketing
PROMOTION/ ADVERTISING	is active and usually expensive	significant promotional resources	should be carefully monitored	depending on the market strategy
EARNINGS AND PROFITS	are low	are growing rapidly	maximum	minimal

**Task 4.** Scan the text and underline all passive voice phrases (example was made for you):

The process is called.

The passive voice is formed with the auxiliary verb to be and the past participle of the verb.

Use the appropriate forms of the words in brackets to fill in the gaps. Check yourself using the text 'Products - Product Life Cycle'.

1. The Maturity Stage is the time when most profit .....by the market as a whole (earn).
2. Any expenditure on research and development is likely to ..... to product modification and improvement and perhaps to improve production efficiency and quality (restrict).
3. Care should be ..... to control the amount of stocks of the product (take).
4. The Growth Stage ..... by rapid growth in sales and profits (characterise).
5. Accordingly, significant promotional resources ..... in products that are firmly in the Growth Stage (invest).
6. Products at this stage have to be carefully ..... to ensure that they start to grow (monitor).
7. It is possible that substantial research and development costs ..... in getting the product to this stage (incur).
8. Marketing spend ..... carefully, since any significant moves are likely to be copied by competitors (monitor).
9. The process of managing groups of brands and product lines ..... portfolio planning (call).
10. At this stage, great care has to .....to manage the product carefully (take).

**Task 5** Work in groups of 4 and order words from 2nd group according to the stages (an example was made for you):

INTRODUCTION	GROWTH	MATURITY	DECLINE	Products
E-conferencing,	e-mail,	e-mails and faxes	typewriters and handwritten letters	Business communication: Email, Faxes, Handwritten letters, E-conferencing, typewriters
				Payment methods: Cheque books, Smart cards, Credit cards, iris-based personal identity cards, finger prints and electronic implants

**Task 6** Draw and present the 4 stages of a product life cycle for your group of products.

Work in groups of four to describe the processes going on at each stage of a life cycle for a particular product of your choice. Each student represents and describes one particular stage and what is going on with the product (personal identity cards) at this stage and recommends either to invest or not to invest in the product. Present your poster together and give recommendations concerning market strategy and investments for each of the four products.

**Use the following linking words in your presentation:**

*Firstly, ... Secondly, ..... In addition, ...*

*Otherwise, .... Accordingly, ... At this stage, ...*

*Due to....., For instance, ..... Consequently, .... Taking into account, ..... In order to achieve.....,*

*To avoid....., ..... To ensure.....,*

*Therefore, .... Ultimately*

**Peer- assessment:** evaluate presentations of the other group and comment on the strong and weak points. Pay attention to the 3 aspects:

- 1) understanding of the product life cycle; 2) usage of new terminology;
- 3) logical structure and appropriate usage of linking words.

**Task 7** Self-assessment - match the name of the stage in italics and the definition:

***Development Stage, Growth stage, Maturity Stage, Decline Stage***

- 1) \_\_\_\_\_ is characterised by rapid growth in sales and profits.
- 2) In \_\_\_\_\_, the market is shrinking, reducing the overall amount of profit that can be shared amongst the remaining competitors.
- 3) At the \_\_\_\_\_ market size and growth is slight. In addition, marketing costs may be high in order to test the market, undergo launch promotion and set up distribution channels.
- 4) \_\_\_\_\_ is the time when most profit is earned by the market as a whole. Any expenditure on research and development is likely to be restricted to product modification and improvement and perhaps to improve production efficiency and quality.