

Curriculum Design Pattern

Global Learning by Design

Name of pattern

Analytical Framework: 7Ps

Quick look

The Analytical Framework: 7Ps allows students to identify, describe and define key resources of a case study or product description when reviewing strategies.

Rationale

The Analytical Framework: 7P enables students to identify the 7 most likely factors in most economic, business, marketing and entrepreneurial cases.

Learners/Context

7P as a framework/guideline assists students to deconstruct a case or model, and also, to compare cases and perspectives. 7Ps is used not only to identify a set of factors but to also appraise and define a relationship between them.

Related patterns

Analytical Framework: Business Model Canvas.

Related category

Discussion, Analysis, Ongoing Assessment, Team Building, Blended learning, Online learning, Workplace learning, Flipped classroom.

Alignment

Analytical Framework: 7Ps gives students the opportunity to scaffold their understanding and analyse of case studies for future employability.

Instructions/Process

Prior to Semester

1. Decide on the case study
2. Decide whether the activity will be part of formative or summative assessment.
3. Decide on the template.
4. Decide when the framework either inline or face to face.
5. Decide how it will be used either individually or in teams:
 - Individual use: provide template in Blackboard for students' reading and analyse of case study.
 - Group use: establish an online Google doc identifiable for each assigned group of 3-4 students. This document will be edited collectively online (whether students are meeting physically on campus or asynchronously and gathering virtually). If working remotely students can also be encouraged to use voice tools such as Skype or Google Hangout to reach consensus through discussion.
6. The completed document can be discussed in tutorials

In class

7. Explain to students the value of the analytical framework.
8. Ask the students to complete their analysis individually or in groups. This may be completed online or in tutorial time.
9. Discuss the findings and compare the analysis in groups of 4-6.
10. Ask students to report their findings to the whole class.
11. Collect hard copies to evaluate student understanding of the use of the framework.

Conditions

Decisions need to be made as to:

1. Which 7Ps are most appropriate and which graphic organiser (format).
2. Whether assessment will be group or individual.
3. Whether students will work individually or in groups prior to the tutorial.
4. Whether templates will be offered as individually downloadable or in the cloud (group editable).
5. Whether analysis will be done before or in tutorial sessions.

Resources/Technology

Smart Insights Chartered How to use the 7Ps of the Marketing Mix

<http://bit.ly/1JRWRrR>

Institute of Marketing: Marketing and the 7Ps –A Brief summary and the 7Ps

<http://bit.ly/1JRX8ul>

The extended marketing mix (7Ps) Business Case Studies

<http://bit.ly/1JRX8ul>