

**Activity 3 (computer-based, learning by doing, group work; reading, listening and speaking): *The Marketing Mix***

Case study: APTENT

[http://www.set2clil.tryavna.eu/casestudy/APTENT\\_1.pdf](http://www.set2clil.tryavna.eu/casestudy/APTENT_1.pdf)

Learning objective/s: at the end of the activity learners will be able to critically analyse their own marketing plan after examining a case study.

*Approximate time:* 1 h + **1h of independent work**

*Procedure/description:* a follow-up activity of 1 learning-by-doing task, intended for group work.

Learners will examine the case study of APTENT (Spanish social enterprise) and discuss what their marketing plan would be. Learners will be encouraged and supported to create a marketing plan of their own business following a template.