GRAB BAG MARKETING

LESSON PLAN

**Summary**:

The students will explore marketing concepts and the 4 P’s of marketing by developing a product from materials found in a grab bag. Students will utilize computer software and digital media to complete the project.

Worksheets: (May be completed in Microsoft Word or handwritten)

PowerPoint

Excel

Grab Bag items (see below)

Digital Camera (optional)

Digital Video Camera (optional)

Magazines, newspapers, flyers with advertisements to show students

Attachments:

Marketing PowerPoint

#1 The 4 P’s Worksheet

#1 The 4 P’s Worksheet answer key

#2 Product Development Worksheet

#3 Company Name and Logo Worksheet

#3 Teacher Information on Creating Company Name

#4 Target Market Survey Worksheet (Excel)

#4 Target Market Survey sample

#5 Logos and Slogans Worksheet

#5 Logos and Slogans answer key

#6 Create Your Team Slogan Worksheet

#7 Print Ad Rubric

#8 Commercial Planning Worksheet

#9 Commercial Video Rubric

#10 Marketing Unit Cover Sheet

**Instructional Procedures**:

Day 1: PowerPoint slides 1-7

This lesson is driven by the Marketing PowerPoint. Open the PowerPoint and teach the 4 P’s of marketing. Have students complete Worksheet #1, The 4 Ps. (You may wish to offer K.A.S.H. to students who complete the sheet within a certain time frame).

When the worksheet is completed, organize students into groups of 4-5 students. They will get one grab bag per team. Grab bags could include the following:

Grab bag items:

Tin foil

Paper towel and toilet paper tubes

Tape/glue

Pens/markers

Small boxes

Blocks

Buttons

Paper clips

Rubber bands

Pipe cleaners

Tooth picks

Scrap’s of fabric

Lego’s

Push pins

Paper/construction paper

Rulers/dowel sticks/PVC pipe

Scissors

Etc.

(Each grab bag may include different items.)

Students complete Worksheet #2

Day 2: PowerPoint slide 8

Students will develop and create their product today. (Have a designated area for students to leave their products.)

Examples of products might be, a wand, when you wave it over your clothes, it changes the outfit you are wearing; or the product could be a small prototype such as a new car, hover board, airplane, cell phone, etc. Creativity is the game. Products should be “G Rated.”

Day 3: PowerPoint slides 9-12

Discuss how to choose company names and develop logos. See #3 Teacher Information on Creating Company Name for additional teaching information.

Complete Worksheet #3.

Day 4: PowerPoint slides 13-15.

Discuss target markets.

Complete Worksheet #4. This is found in Excel. Students may wish to print a blank sheet and survey students in the class. Once the data is collected, the group needs to discuss and compile all data collected. These numbers need to be plugged into the spreadsheet and a chart completed. Each student should complete an Excel worksheet individually.

Day 5: PowerPoint slides 16-19.

Discuss advertising.

Complete Worksheet #5 Logos and Slogans and #6 Create your team slogan.

Begin creating a print advertisement in Microsoft Office Publisher or Word. Refer to #7 Print Ad Rubric.

Show students 6 to 10 print advertisements from a magazine or other sources to help students get ideas.

Students may take a digital picture of product and include on poster.

Day 6: PowerPoint slides 20 - 22.

Complete Worksheet #8

Students should create and film commercial. The commercial should be one minute in length. Keep in the time frame. If video cameras are not available, live performance is permissible.

Refer to #9 Commercial Video Rubric

Day 7

Complete videos/commercials and present to class.

Turn completed marketing packet in to teacher. Attach #10 Marketing Cover Sheet.