

BUS: Grab Bag Marketing (Mktg)

Summary

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

Main Core Tie

FCS 6th Grade

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Time Frame

7 class periods of 45 minutes each

Group Size

Small Groups

Life Skills

Thinking & Reasoning, Communication, Employability

Materials

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

PowerPoint

Excel

Digital Camera (optional)

Digital Video Camera (optional)

Grab Bag items may include: Tin foil, Paper towel and toilet paper tubes, Tape/glue, Pens/markers, Small boxes, Blocks, Buttons, Paper clips, Rubber bands, Pipe cleaners, Tooth picks, Scraps of fabric, Lego's, Push pins, Paper/construction paper, Rulers/dowel sticks/PVC pipe, Scissors, Etc.

Intended Learning Outcomes

Students will be able to define and explain the 4 P's of marketing.

Students will be able to brainstorm and develop a product from resources they receive in a "grab bag."

Students will create a company name, logo, and slogan.

Students will create print and video advertisements.

Assessment Plan

Students will compile all worksheets and rubrics into a packet and attach the cover sheet before turning packet in.

Bibliography

<http://www.scn.org/cmp/modules/brn-sto.htm>

<http://sbinfocanada.about.com/od/startup/a/createbizname.htm>

<http://www.webmosaics.com/2009/08/18/how-to-develop-a-logo-rules-of-creating-the-logo/>

<http://www.entrepreneur.com/encyclopedia/term/82498.html> Glencoe Introduction to Business, 2008

Authors

[Jane Nate](#)