MARKETING IN BUSINESS #1 (REQUIRED)

Title: MARKETING AND BREAKFAST CEREAL

Standard 8001.02: The student will explore applied technology education and related occupations.

Objective .0202: Utilize the marketing principles of product, pricing, promotion, and placement.

Time: 5 Class Periods

Materials:

- "Four Ps" poster from U.S.O.E.
- Empty Cereal Box
- Crayons
- Scissors
- Colored markers or pencils
- Colored paper
- Calculators
- Computers (optional)

Rationale: Students will explore marketing concepts, including how to develop and promote a cereal product, by using the Four Ps of Marketing.

What? In what activities will the students participate?

(Day #1)

a. <u>What is Marketing and The Four Ps</u>?

Discuss with students what marketing is, and what the Four Ps are. (See resources: The "Four Ps" poster – use daily, Activity #1 – Product Identification, Activity 2 – The Four Ps Activity, and the overhead presentation, *"What is Marketing?" An Overhead Presentation for TLC" – Appendix A.)* Please note: A color version of this presentation is available for download.

b. <u>What is a consumer</u>?

A person who selects, purchases, uses, and disposes of goods and/or services.

c. <u>How Do We Determine Which Products To Market</u>?

1. Wants and Needs
2. Target Market
3. Field Research

Product Identification Activity

DIRECTIONS: Show students pictures of different products and help them to identify if they are goods, services, or information. In the end, help students to understand that *GOODS, SERVICES, AND IDEAS ARE ALL PRODUCTS.*

The following overheads are included in this packet (see "Day 1 Product Identification Overheads"):

- Goods: diskette, food, football, automobile
- Services: doctors, nurses, cosmetologists, chefs, cruises
- Ideas: newspaper, television, radio, weight loss programs, don't drink and drive

NOTE: Some of the pictures listed above are included in this packet. You may want to use magazines and other sources to collect several more of your own examples.

REMEMBER: Students need to understand that GOODS, SERVICES, AND IDEAS ARE ALL PRODUCTS!!!

Name _____ Period # _____

The "Four Ps" Worksheet

Directions: This is a classification activity. Your goal is to look at the words below and then determine if it is an example of *product, price, promotion, or place.* Write the word in the correct column.

Car	Coat	Dentist	All Day Lagoon Pass
Newspaper	Wholesale	Warehouse	Personal Selling
Distribution	Food	Taxi	Retail
Profit	Labor Cost	www Address	Packaging
Coupons	Business Address	Flyer	Computer
Restaurant	Mark-up	Radio	Billboard

Product	Price	Promotion	Place