

TECH: Creating a Company (Mktg)

Summary

Students will choose a product suitable for the community they live in and for a specific type of person, complete an estimation sheet to determine the price they would need to sell the product at to make a profit, draw what their product should look like, research what other companies already sell that product for, and then make an advertisement to promote their product.

This curriculum may be used as a mock company set-up, or it may be expanded to actually mass produce a product for a more realistic company experience. This curriculum covers 5 days Marketing and 2 days Technology and Engineering.

Time Frame

7 class periods of 45 minutes each

Group Size

Small Groups

Life Skills

Thinking & Reasoning, Communication

Materials

1. "Four P's" poster from U.S.O.E. 2. Cardboard 3. Tape 4. Scissors or Exacto Knives 5. Colored Pencils 6. Access to Computer lab (Days 3, 5-7) 7. Calculators

Intended Learning Outcomes

1. Students should be able to use the marketing principles of product, place, price, and promotion to start a successful mock company. 2. Students will be able to describe how technology has impacted marketing. 3. Students will be able to use basic tools safety to create a mock-up product. 4. Students will be able to demonstrate how to effectively communicate and persuade possible consumers to buy their products.

Assessment Plan

Students will compile their survey, drawings, company comparison print-outs, and company advertisement in a Final Portfolio that will be turned in at the end of the unit. The "Final Portfolio" and the company project will be graded according to the "Creating a Company Rubric".

Rubrics

[Creating a Company Rubric](#)

Authors

[John Donley](#)