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
FACS 6th Grade
Strand 5

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)

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
Authors
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