

BUS:Cereal Box (Mktg)

Summary

Students will utilize word processing, spreadsheets, and presentations software applications as they explore marketing concepts and create a new breakfast cereal. Students will combine marketing, agriculture, Desktop Publishing, and data processing as they work in Microsoft Office.

Additional Core Ties

College and Career Awareness

[Strand 2 Standard 2](#)

Time Frame

10 class periods of 45 minutes each

Group Size

Individual

Life Skills

Thinking & Reasoning, Communication, Employability

Materials

Microsoft Office Software available for each student.

Student Prior Knowledge

Students should have previous experience with word processing, spreadsheets, and presentations software.

Intended Learning Outcomes

Students will: * define marketing and describe the 4 P's of marketing **conduct market research and create a spreadsheet report ***Create a new cold cereal ****develop a slogan, logo, brand name, and company name for the cereal *****use the AIDA formula *****plan, design, and create the front/back of the new cereal box *****plan and create a TV commercial as a slide show

Instructional Procedures

Described within the attached files under materials

Assessment Plan

Rubrics included within the files attached under the materials section.

Authors

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