# **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**

**Jeff Hinton**