

LESSON 11

BUSINESS PROMOTION & MARKETING

Overview:




Students will be introduced to different ways that businesses promote their products or services. Students will use their own experiences and inspiration from their case studies to apply examples to these promotional tactics. Allow students to develop high level marketing plans for their businesses – the sky is limit!

Duration: 50/minutes

Objective:

- ✓ Students will create promotional materials for their real food businesses.

Materials:

-  Lesson Slide Deck
-  Student Workbooks
-  Pencil or Pen

Beforehand:

- Gather Student Workbooks
- Review Lesson, Slide Deck, and Teacher Notes

Notes:

Teacher Notes:

Lesson Vocabulary:

- **Advertising:** A public, promotional message paid for by a company (print advertising, direct mail, radio, television, internet, social media advertisements)
- **Visual Merchandising:** Using artistic displays to attract customers into a store and/or how products are visually promoted in the store (storefront windows, impulse buy products, fancy and eye-catching packaging)
- **Public Relations:** Activities aimed at creating goodwill toward a product or company (fundraisers, community events, company volunteerism)
- **Publicity:** A form of promotion for which a company does not pay, sometimes referred to as “free advertising” (news articles, referrals through reviews or testimonials)
- **Personal Selling:** Direct one-to-one selling made by a company’s sales representatives to get sales and build customer relationships (telemarketing, consultations, demonstrations)
- **Sales Promotion:** A short-term activity or buying incentive (coupon, free sample, product demos)

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INTRODUCTION (10 minutes)

1. If needed, ask for a student to raise their hand and restate the design challenge set forth during the first lesson. Ensure that students can articulate the design challenge concept.
 2. After you've reintroduced the design challenge, instruct students to open their Student Workbooks to Lesson 11. Review today's Essential Questions and let your students know that we will be working on today's Bell Ringer.
 3. Give students 5 minutes to complete the Bell Ringer.
 4. In today's Bell Ringer, students will identify how their case study uses promotions to create awareness for its businesses services or products.
 5. After 5 minutes have passed, ask for 1-2 students to raise their hands and share their answers.
3. In Step 2, students will be completing a promotional planning chart to determine if they will offer a promotional service for their real food business.
 4. In Step 3, students will develop collateral in the form of written materials, mock-ups, and visual aids to showcase their promotional materials.

CLASSROOM LESSON (30 minutes)

1. Review lesson vocabulary with students: **advertising, visual merchandising, public relations, publicity, personal selling, sales promotion**. Ensure that students understand these concepts. Project the definitions or write them on the whiteboard, if needed.
2. Break students into their working groups and let them know they will now begin working on Steps 2 and 3 in their Student Workbooks. Allow 20 minutes to complete these tasks.

STUDENT REFLECTION (10 minutes)

1. After 20 minutes have passed, invite groups to share their promotional mix with the class.

Standards Alignment:

*See Real Food Lab Standards Alignment for additional details on each standard.

Entrepreneurship 9th - 12th Grade

- Entrepreneurial Process - Concept Development: A.09, A.11, A.16
- Entrepreneurial Process - Actualization: A.24, A.31, A.34
- Entrepreneurial Traits/Behaviors - Leadership: B.02, B.03, B.04, B.05, B.06, B.07, B.08
- Entrepreneurial Traits/Behaviors - Personal Assessment: B.12, B.14, B.15, B.16
- Entrepreneurial Traits/Behaviors - Personal Management: B.18, B.19, B.20, B.21, B.22, B.24, B.26, B.27
- Communication and Interpersonal Skills - Business Concepts: C.11
- Communication and Interpersonal Skills - Fundamentals of Communication: D.02, D.03, D.08, D.11
- Communication and Interpersonal Skills - Group Working Relationships: D.25, D.26
- Business Functions- Products/Service Creation: L.07

Common Core State Standards 9th - 10th Grade

- ELA- Writing: W.9-10.2, W.9-10.4, W.9-10.7
- ELA- Speaking and Listening: SL.9-10.1, SL.9-10.3, SL.9-10.4
- ELA - Language: L.9-10.1, L.9-10.2, L.9-10.6

Common Core State Standards 11th - 12th Grade

- ELA - Writing: W.11-12.2, W.11-12.4
- ELA - Speaking and Listening: SL.11-12.1, SL.11-12.3, SL.11-12.4
- ELA - Language: L.11-12.1, L.11-12.2, L.11-12.6