

COURSE: __MARKETING__

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BELL WORK

Students will calculate a percentage of a market share, calculate what the profit would be if there were two or more student, calculate assets = liabilities + owner's equity, basic math, intermediate, etc. The bell ringer reiterate what the subject matter may be that day.

ANNOUNCEMENTS

News regarding Marketing. (Reputation, Customer Service, etc.)

OBJECTIVES

Students will be able to create, demonstrate, and clearly advertise a product via commercial.
Understand how Businesses add utility.
Understand that the 4ps are interrelated with utility.

Standard 6—Students apply appropriate technology to manage information related to marketing.

6.2 apply technology to effective presentations

MATERIALS NEEDED

Camera Product chosen (Number of students in the group +2)
Basic story board Coordination with clothes (Choose colors to wear that matches the product)
Props need

TIME ALLOTTED 4-5DAYS; USUALLY STARTS ON A FRIDAY AND ENDS ON WEDNESDAY. THURSDAYS USUALLY A FLOATER DAY FOR ABSENCES.

LESSON PLAN

1. ASSIGN FOUR TO SIX GROUPS OF 4-6 STUDENTS).
2. DECIDE ON JOBS FOR EACH PERSON IN THE GROUP EX: WHO IS GOING TO WRITE/TYPE THE IDEAS/SKIT/
3. PRACTICE 2-DAYS
4. COMMUNICATE AND FOCUS
5. FILM-DAY-FRIDAY

PASS OUT RUBRIC ON HOW THE COMMERCIAL WILL BE GRADED.

USE KWL ASKING STUDENTS WHAT THEY KNOW, WHAT THE WANT TO KNOW, WHAT THEY HAVE LEARNED, REFLECT ON WHAT THEY DID LEARN.

IN THIS CASE STUDENTS WOULD MORE THAN LIKELY DISCUSS WHAT COMMERCIAL WAS THE BEST. STUDENTS WOULD SEE WHAT THEY DID OR DID NOT DO.

CLOSURE AND LOOKING FORWARD (HOMEWORK TO BE ASSIGNED)

Reiterate or pay attention to popular products, places, music, etc.