

Lesson Plans: Marketing

Unit Title: Students Marketing a product

Grade level 6-8

Instructional Goals: The student will be able to know what a marketing plan is and how it applies to the outside world

Performance objectives:

The student will learn how to write a market plan.

The student can think of ways how to market a product, which they can create, coming up with new ideas for reaching various target markets and developing promotional materials. Ideas could be, brochures, posters, videotapes, booklets and direct mailings. The student can design packaging or in-store displays for their product or create an commercial.

Standard:

Rationale: Students could use this if they would like to develop their own product and try to sell it themselves. Great for the imagination! It will help increase the awareness of how products are marketed to them today, have it be toys, shoes, or their favorite type of cereal.

Content: Marketing Plan

The company = the name of the company that they want.

Product Concept = the type of product that they want to create.

Goals = what do they want to accomplish from creating this product. Benefit

The Market = who do they want to sell this product too.

Competitive Analysis = who are going to be your competitors.

Sales Plan = How do you want to sell your product.

Marketing Strategy = how do you want to advertise your product.

Financial Requirements = how much do you think it will be to create your product.

Materials: Any supplies that are needed for the brochures, posters, or anything the school can afford.

If the students want to do a home video, that is their own choice and should provide their own material.

Instructional Procedures:

First go over the parts of the marketing plan in depth so the student will understand and know what they have to write to accomplish this part.

1. When the student is done preparing their plan they may wish to create a type of advertisement for their product.
2. The student will have to present their plan to the class and whatever type of advertisement they have for the product. They can even bring in a prototype or a sketch of what the product would look like if time is available.
3. Evaluation Procedures: If the students have completed their marketing plan and presented their product to the class then they will have accomplished all that is required.