

MARKETING IN BUSINESS #1 (REQUIRED)



Title: MARKETING AND BREAKFAST CEREAL

Standard 8001.02: The student will explore applied technology education and related occupations.

Objective .0202: Utilize the marketing principles of product, pricing, promotion, and placement.

Time: 5 Class Periods

Materials:

- “Four Ps” poster from U.S.O.E.
- Empty Cereal Box
- Crayons
- Scissors
- Colored markers or pencils
- Colored paper
- Calculators
- Computers (optional)

Rationale: Students will explore marketing concepts, including how to develop and promote a cereal product, by using the Four Ps of Marketing.

What? In what activities will the students participate?

(Day #1)

a. What is Marketing and The Four Ps?

Discuss with students what marketing is, and what the Four Ps are. (See resources: The “Four Ps” poster – use daily, Activity #1 – Product Identification, Activity 2 – The Four Ps Activity, and the overhead presentation, *“What is Marketing?” An Overhead Presentation for TLC – Appendix A.*) Please note: A color version of this presentation is available for download.

b. What is a consumer?

A person who selects, purchases, uses, and disposes of goods and/or services.

c. How Do We Determine Which Products To Market?

1. Wants and Needs
2. Target Market
3. Field Research

Product Identification Activity

DIRECTIONS: Show students pictures of different products and help them to identify if they are goods, services, or information. In the end, help students to understand that *GOODS, SERVICES, AND IDEAS ARE ALL PRODUCTS.*

The following overheads are included in this packet (see "Day 1 Product Identification Overheads"):

- Goods: diskette, food, football, automobile
- Services: doctors, nurses, cosmetologists, chefs, cruises
- Ideas: newspaper, television, radio, weight loss programs, don't drink and drive

NOTE: Some of the pictures listed above are included in this packet. You may want to use magazines and other sources to collect several more of your own examples.

REMEMBER: Students need to understand that *GOODS, SERVICES, AND IDEAS ARE ALL PRODUCTS!!!*

Name _____ Period # _____

The "Four Ps" Worksheet

Directions: This is a classification activity. Your goal is to look at the words below and then determine if it is an example of *product*, *price*, *promotion*, or *place*. Write the word in the correct column.

| | | | |
|--------------|------------------|-------------|---------------------|
| Car | Coat | Dentist | All Day Lagoon Pass |
| Newspaper | Wholesale | Warehouse | Personal Selling |
| Distribution | Food | Taxi | Retail |
| Profit | Labor Cost | www Address | Packaging |
| Coupons | Business Address | Flyer | Computer |
| Restaurant | Mark-up | Radio | Billboard |

| Product | Price | Promotion | Place |
|---------|-------|-----------|-------|
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