

# MARKETING ACROSS THE DECADES

## OBJECTIVES:

The student will be able to:

- Research a give time period in American History
- Identify trends, fads, and customers of that time period as related to marketing and relate information to customer buying preferences
- Identify major US and international events that impacted the economic/business climate
- Create a visual display explaining the history through the different time period
- Prepare a 2-5 minute class presentation explaining the decade time period

## PROCEDURE:

- Students will divide into groups 1-2
- Each student group will randomly choose a time period to research
- Time periods will range (by decade from 1900 – 1990)
- Each group will create a visual display on a standard size poster board
  - The information to be included is listed in the research guidelines.
  - The display should include your era and be arranged in a visually pleasing and easy to understand format. All categories of items need to be label appropriately.
  - Items may be hand written but neatness and attention to detail does count.

## RESEARCH GUIDELINES:

- Find information covering the following customer buying preferences. Visually display this information by finding advertisements or pictures of these items.
  - Clothing/Fashion
  - Toys
  - Foods/Restaurants
  - Household Products
  - Automobiles
- Find information about the economic/business climate for your decade. Visually display this information by locating pictures, advertisements, company logos, graphic text, etc.
  - New Inventions/Product Introductions (2 minimum)
  - Companies Founded (2 min)
  - Cost of a gallon of gasoline and a gallon of milk at the turn of your decade
  - Influential/Main People of the Decade (2 min)
  - Major historical events (ex. WWII – women entered the workforce, 2 min)
- On the back of your visual display you will need to include the names of the members of your group and a works cited page listing the internet sites as well as any other materials used in your research. (It will help you a great deal if you construct this as you go along)

## MATERIALS PROVIDED:

- Students will be allowed to use the computers and color printer in the classroom.
- Should you find information in a book you may use the copier to make copies or the scanner to scan and then print the image.
- Markers and colored paper will also be available.

## HELPFUL INTERNET SITES:

- Customer Buying Preferences – [adclassix.com](http://adclassix.com), [fashion-era.com](http://fashion-era.com)
- Economic/Business Climate – [inventors.about.com](http://inventors.about.com), [mediahistory.umn.edu](http://mediahistory.umn.edu)