



MARKETING CLUSTER

LESSON 2

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| Lesson Plan Title: Day 2: Branding & Logo Design | | Instructor: |
| Suggested Total Time for Lesson (minutes): 40 minutes (1 day) | | |
| Content Focus - What Will Students Learn? (Content Skill Sets) | | |
| 0972.MK.0425.16 Understand marketing's role and function in business to facilitate 0972.MK.0425.17 Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making 0972.MK.0425.21 Position company to acquire desired business image 0972.MK.0425.24 Understand the use of trade shows/expositions to communicate with targeted audiences | | |
| Materials and Resources- What do you need to assemble and prepare before the lesson? | | |
| Materials: | | Resources: |
| <ul style="list-style-type: none"> • Pencil • Paper • Logo Bingo Board Pre-Printed 1/student | | <ul style="list-style-type: none"> • Marketing Cluster PowerPoint Presentation |
| Lesson Outline: What learning activities will your students do? | | |
| Time | Sequence/Description of Learning Activity | |
| 15 minutes | Get Started/Explain: Start with the Marketing Cluster PowerPoint Presentation on slide 6. Discuss what a logo is – See the notes on the PowerPoint Slide Show the Video 12 Famous Logos with a Secret Meaning (Search on YouTube or Similar Video) | |
| 20 minutes | Discover/Engage/Practice: Go to Slide 7 <ul style="list-style-type: none"> • Discuss Brand Identity See the notes on the PowerPoint Slide. Go to Slide 8 <ul style="list-style-type: none"> • Play LOGO BINGO – There are 2 examples of Boards on this slide. Find the Logo Boards in the Resources Folder. Have enough boards ready before the start of class that each student can have 1 board. | |
| 10 minutes | Check for Understanding/Summarize/Close: Reflect on what students learned about Logos and Brand Identity today? How does that make a product and a company more successful? | |
| Modifications, Support, and Extensions (for those students with IEP) | | |
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| Reflection- Did the students learn the content outlined in the lesson focus? Why or why not? | | |
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