



# MARKETING CLUSTER

## LESSON 4

<b>Lesson Plan Title:</b> Days 3 & 4: Option 2 Types of Marketing & Advertisements		<b>Instructor:</b>
<b>Suggested Total Time for Lesson (minutes):</b> 240 minutes (5 days)		
<b>Content Focus - What Will Students Learn? (Content Skill Sets)</b>		
0972.MK.0425.20 Employ product-mix strategies to meet customer expectations. 0972.MK.0425.25 Manage promotional activities to maximize return on promotional efforts. 0972.MK.0425.28 Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales		
<b>Materials and Resources- What do you need to assemble and prepare before the lesson?</b>		
<b>Materials:</b> <ul style="list-style-type: none"> <li>• Computer (if able to)</li> <li>• Poster board</li> <li>• Coloring Pencils/Crayons/Markers</li> </ul>		<b>Resources:</b> <ul style="list-style-type: none"> <li>• Marketing Cluster PowerPoint Presentation</li> <li>• Advertising Templates Blank</li> <li>• Search additional YouTube Videos about Advertisements see slide 16</li> </ul>
<b>Lesson Outline: What learning activities will your students do?</b>		
<b>Time</b>	<b>Sequence/Description of Learning Activity</b>	
15 minutes	<b>Get Started/Explain:</b> Start with the Marketing Cluster PowerPoint Presentation on slide 15. Hold a class discussion about advertising.	
195 minutes	<b>Discover/Engage/Practice:</b> What is Marketing <ul style="list-style-type: none"> <li>• Go to Slide 16 – You can search for videos listed on this slide that are optional and provide a deeper look into advertisements.</li> </ul> Go through Slides 17 - 22 <ul style="list-style-type: none"> <li>• Discuss the different types of advertisements, the different types of audiences they can reach, and the different types of impact each can have.</li> </ul> Go to Slide 23 <ul style="list-style-type: none"> <li>• Pass out the Advertising Templates Blank Worksheet.</li> <li>• Computer-Based Alternative – Use Canva, Adobe Express, Photoshop, Illustrator to let students design their advertisements.</li> <li>• Allow students time to create their advertisements for a new product or for an existing product.</li> </ul> The 4 P's of Marketing <ul style="list-style-type: none"> <li>• Go to Slide 13 and cover the content in the Notes Section and play the video: The 4 P's of Marketing</li> <li>• Use the provided handout to help students work through this activity.</li> </ul> Review Slide 10 and what the students. <ul style="list-style-type: none"> <li>• Remember this is a chance for your students to get creative. They can create a new product or service that they are going to develop a Marketing Mix Strategy for.</li> <li>• Students can use a Posterboard, Canva, PowerPoint, Word, Publisher, Adobe Express, etc to create their Marketing Mix Presentation.</li> </ul>	
30 minutes	<b>Check for Understanding/Summarize/Close:</b> Have students present their Marketing Mix to the Class. Follow up with students that are interested in competing in WV FBLA at the State Leadership Competition for the Marketing Mix Competitive Event.	
<b>Modifications, Support, and Extensions (for those students with IEP)</b>		
<b>Reflection- Did the students learn the content outlined in the lesson focus? Why or why not?</b>		