



MARKETING CLUSTER

LESSON 4

Lesson Plan Title: Days 3 & 4: Option 1 FBLA Marketing Mix		Instructor:
Suggested Total Time for Lesson (minutes): 240 minutes (5 days)		
Content Focus - What Will Students Learn? (Content Skill Sets)		
<p>0972.MK.0425.20 Employ product-mix strategies to meet customer expectations.</p> <p>0972.MK.0425.25 Manage promotional activities to maximize return on promotional efforts.</p> <p>0972.MK.0425.28 Understand sales processes and techniques to enhance customer relationships and to increase the likelihood of making sales</p>		
Materials and Resources- What do you need to assemble and prepare before the lesson?		
Materials:		Resources:
<ul style="list-style-type: none"> • Computer (if able to) • Poster board • Coloring Pencils/Crayons/Markers 		<ul style="list-style-type: none"> • Marketing Cluster PowerPoint Presentation • The 4 P's of Marketing Guide • The 4 P's Marketing Video (Search YouTube)
Lesson Outline: What learning activities will your students do?		
Time	Sequence/Description of Learning Activity	
15 minutes	<p>Get Started/Explain: Start with the Marketing Cluster PowerPoint Presentation on slide 10. Introduce the students to the topic. Take some time to go to FBLA.org and explore what FBLA is. Visit WVFBLA.ORG for more information about WV FBLA or start a Middle Level FBLA Chapter. See the Notes on the slide for more information.</p>	
195 minutes	<p>Discover/Engage/Practice: What is Marketing Go to Slide 12 – Show the Marketing Video Discuss what the students learned through the video</p> <p>The 4 P's of Marketing Go to Slide 13 and cover the content in the Notes Section and search for a video on YouTube: The 4 P's of Marketing.</p> <p>Use the provided handout to help students work through this activity.</p> <p>Review Slide 10 and what the students. 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. Students can use a Poster board, Canva, PowerPoint, Word, Publisher, Adobe Express, etc to create their Marketing Mix Presentation.</p>	
30 minutes	<p>Check for Understanding/Summarize/Close: Have students present their Marketing Mix to the Class.</p> <p>Follow up with students that are interested in competing in WV FBLA at the State Leadership Competition for the Marketing Mix Competitive Event.</p>	
Modifications, Support, and Extensions (for those students with IEP)		
Reflection- Did the students learn the content outlined in the lesson focus? Why or why not?		