

Micro-Enterprise Curriculum



Teacher
Edition

Elementary Module 2: General Marketing

This module focuses on the importance of marketing a business. They will discover the name recognition, branding, and how to pitch their business. In this module, they will also discuss the importance of failure, pointing out key entrepreneurs who initially failed but kept moving forward.

Funded by

General Elementary Standards – Addressed in all modules

Conversation / Speaking / Presenting	CC.K.SL.1, CC.K.SL.1.a, CC.2.SL.4, CC.3.SL.4, CC.3.SL.6, CC.4.SL.4 CC.5.SL.4, CC.5.SL.5, CC.K.SL.5, CC.K.SL.6, CC.K-12.SL.4, CC.K-12.SL.5
Writing, Speaking, Reading or Listening:	CC.2.L.3, CC.3.L.3, CC.3.R.I.1, CC.4.L.3, CC.5.L.1
Reading:	CC.1.R.F.4, CC.1.R.F.4., CC.1.R.F.4.b, CC.2.R.F.4.a, CC.2.R.F.4.b, CC.3.R.F.4.a, CC.3.R.F.4.b, CC.3.R.F.4.c, CC.4.R.F.4, CC.4.R.F.4.a, CC.4.R.F.4.b, CC.5.R.F.3, CC.5.R.F.4, CC.K.R.I.10, CC.K-12.L.R.3, CC.K.R.L.10
Writing:	CC.1.L.2, CC.2.L.1, CC.2.L.2, CC.3.L.2, CC.3.L.2.a, CC.4.L.1, CC.4.L.3.a, CC.K-12.L.R.2, CC.K-12.R.R.1, CC.1.R.L.2, CC.1.R.L.3, CC.1.R.L.7, CC.1.R.L.9, CC.2.R.L.3, CC.3.R.L.2, CC.3.R.L.3, CC.3.R.L.6, CC.4.R.L.3, CC.K-12.R.R.2, CC.1.W.2, CC.1.W.3, CC.3.W.2.b, CC.3.W.2.c, CC.3.W.2.d, CC.3.W.3, CC.3.W.3.a, CC.3.W.3.b, CC.3.W.3.d, CC.4.W.2.a, CC.4.W.2.b, CC.4.W.2.e, CC.5.W.1, CC.5.W.1.d, CC.5.W.2, CC.5.W.2.a, CC.5.W.2.b, CC.5.W.2.c, CC.5.W.2.d, CC.5.W.2.e, CC.5.W.3, CC.K.W.5, CC.K.W.6, CC.K-12.W.R.1
Comprehension:	CC.1.SL.1.c, CC.1.SL.2, CC.1.SL.3, CC.2.SL.1.c, CC.2.SL.3, CC.3.SL.1.b, CC.3.SL.1.c, CC.3.SL.1.d, CC.3.SL.2, CC.3.SL.3, CC.4.SL.1.a, CC.4.SL.1.b, CC.4.SL.1.c, CC.4.SL.1.d, CC.4.SL.2, CC.4.SL.3, CC.5.SL.1.c, CC.5.SL.1.d, CC.5.SL.2, CC.5.SL.3, CC.K.SL.3, CC.K-12.SL.1, CC.K-12.SL.2, CC.K-12.SL.3
General Math	CC.K.CC.6, CC.K.OA.1, CC.K.OA.2, CC.K.OA.3, CC.K.OA.4, CC.K.OA.5, CC.K.MD.1, CC.K.MD.3, CC.1.OA.3, CC.1.OA.4, CC.1.OA.5, CC.1.OA.6, CC.1.OA.8, CC.1.NBT.2, CC.2.OA.2, CC.2.OA.3, CC.2.NBT.9, CC.3.OA.1, CC.3.OA.2, CC.3.OA.3, CC.3.OA.4, CC.3.OA.7, CC.3.NBT.1, CC.4.NBT.1, CC.4.NBT.2, CC.7.RP.1, CC.7.SP.8c, CC.9-12.S.MD.1, CC.9-12.S.MD.2, CC.9-12.S.MD.3, CC.9-12.S.MD.4, CC.9-12.S.MD.5, CC.9-12.S.MD.5a, CC.9-12.S.MD.5b, CC.9-12.S.MD.6, CC.9-12.S.MD.7, CC.K-12.MP.1, CC.K-12.MP.2, CC.K-12.MP.3, CC.K-12.MP.4, CC.K-12.MP.5, CC.K-12.MP.6

Elementary School – Module 2

Module Title: General Marketing

General Description: Importance of marketing a business. Name recognition, branding, and how to pitch their business. Importance of failure, pointing out key entrepreneurs who initially failed but kept moving forward.

Topics Covered

1. Marketing Vocabulary
2. Impact of Marketing
3. The 4 P's of Marketing
4. Branding
5. Learning from Mistakes
6. Role Play
7. Writing/Reflection (Historical figure/failure, self-evaluation)
8. Creativity

Standards Addressed

Vocab:	CC.1.L.1, CC.1.L.4, CC.1.R.I.4, CC.2.L.4.e, CC.3.L.2.g, CC.3.L.4.a, CC.4.L.4.c, CC.5.L.4.c, CC.K.L.1, CC.K.R.I.4, CC.K-12.L.R.1, CC.K-12.L.R.4, CC.K-12.L.R.5, CC.1.L.6, CC.2.L.4.c, CC.2.L.4.d, CC.4.L.5.c, CC.4.L.6, CC.5.L.5.a, CC.5.L.5.b, CC.5.L.5.c, CC.1.L.1.f, CC.1.L.5.d, CC.1.R.I.6, CC.1.R.I.7, CC.1.SL.5, CC.2.L.2.a, CC.2.L.5.a, CC.2.L.5.b, CC.3.L.2.c, CC.3.L.3.a, CC.3.L.5.a, CC.3.L.5.b, CC.3.R.L.7, CC.4.L.1.d, CC.4.L.1.g, CC.4.L.3.b, CC.5.L.1.a, CC.K.R.F.1, CC.K.R.F.1.a, CC.K.R.F.1.b, CC.K.R.F.1.c, CC.K.R.F.2.a, CC.K.R.I.7, CC.K-12.R.R.7, CC.K.G.2, CC.K.G.3, CC.K.G.4, CC.K.G.5
Creativity:	CC.3.W.1, CC.3.W.1.a, CC.3.W.1.b, CC.3.W.10, CC.4.W.1, CC.4.W.1.a, CC.4.W.1.b, CC.4.W.1.c, CC.4.W.1.d, CC.4.W.2, CC.2.L.2.e

Module 2: General Marketing

This module focuses on the importance of marketing a business. They will discover the name recognition, branding, and how to pitch their business. In this module, they will also discuss the importance of failure, pointing out key entrepreneurs who initially failed but kept moving forward.

Student Goals:

- > Explain and define marketing.
- > Understand how marketing impacts a business's overall success.
- > Identify and describe the 4 P's of marketing.

Sections:

- I. What is marketing?
- II. The four P's of marketing
- III. Naming your business
- IV. Creating a brand
- V. Learning from mistakes and moving forward. I failed my way to success.

Worksheets:

1. Marketing: The Good and the Bad
2. Everyday Marketing
3. Which is which? Identifying the Four P's of Marketing

Definitions: 2

Classroom Discussions: 7

Role Play Activities: 1

What is marketing?

DEFINITION:

Marketing: Simply put, marketing is how you inform others on your products or services.

DISCUSSION:

How do you find out about new video games? How do you find out about the latest flavor of Cheerios? What are other ways we find out about new products? If you were going to have a new line of running shoes, what would you do? Who would you tell? Who would you target? What age group? Gender?

DISCUSSION:

Why is marketing so important to your business?

- If you wanted to advertise your new running shoes, but no magazines, social media, television, radio, Internet, etc.
- How would this affect how much money you could make?
- How would you tell customers about it without marketing?
- Where would you be able to sell your product? In your neighborhood? Your community? Your city? Your state? Nationwide?
- How would the size of your audience increase or decrease due to marketing?
- Give an example of when marketing affected your decision to purchase something?

ROLE PLAY:

Ask the students to look at each other. Take a look at their clothes, shoes, backpacks, etc. and ask for examples of marketing. Whether it's a clothing brand, character, celebrity, message, or label, most students have been influenced to some degree on what they're wearing.

Find a student with a picture of a celebrity on their shirt, backpack, folder, etc. Ask them why they bought the shirt? What does it say about them? What would someone think about them based on the fact that they like that character?

Ask the other students in the class about the celebrity and what their opinion is. Now find out how they formed that opinion? Magazines at the grocery store? Television? Internet? Movies? All marketing!

- Why is it important to know how to market yourself as well as your business? What does that mean? How do you market yourself?

WORKSHEET: Marketing: The Good and the Bad

Complete the worksheet

WORKSHEET: Everyday Marketing

Complete the worksheet



The Four P's of Marketing

DISCUSSION:

What are the Four P's of marketing? Why is it important to know them?

1. Product - What are you offering to the customer? What is your specific product or service?
2. Price - What do you need to charge to provide the product or service? What does it cost to make the product?
3. Place - Where is the customer going to purchase your product? What type of store would someone look to purchase your product?
4. Promotion - How are you going to encourage customers to buy your products? Will you put the items on sale? How much of a discount could you provide and still make a profit?

WORKSHEET: Which is which? Identifying the Four P's of Marketing

Complete the worksheet



Naming your business

DISCUSSION:

How you name your business may determine how successful your business is. Why is that?

Naming your business could be tougher than you thought. What do you need to take into account? Keep the name simple. Make sure people can spell it correctly.

What if there was a restaurant called The Greasy Burger. Would you go? Why or why not?

IV Creating a brand

DEFINITION:

Brand: a category of products that are all made by a particular company and all have a particular name

DISCUSSION:

What message do you want to give to your consumers? What do you want people to think and feel about your business?

DISCUSSION:

Ask the students what they think of when you say the word, "Disney". Write all on the board. As you never specifically mentioned a product or services provided by Disney, you simply mentioned the name of the company. THIS is brand marketing.

Brand is about the values and feelings people associate with your new venture's name and it is communicated in the way your organization sounds and acts.

V Learning from mistakes and moving forward. I failed my way to success

DISCUSSION:

Why is it important to never give up? Why is it important to make mistakes? Failure can be a great thing if a positive lesson is learned.

What mistakes have you learned from? Turned the bad to the good.

Explain how important it is to make mistakes. Discussion. How did Michael Jordan, Oprah, Albert Einstein, Walt Disney, Steve Jobs, and The Beatles benefit from making mistakes?

Assignment option:

What are other examples in history where mistakes were made to produce a successful result? Thomas Edison. The Wright Brothers.

Assignment option:

Have the children research one instance where failure was an important role in success. They can also write about it, or present it to the class.



Micro-Enterprise Curriculum



© 2016 Funds2Orgs, LLC

Funds2Orgs, LLC reserves all rights of reproduction and all copyrights in designs and program creations in the Teacher Edition, High School Micro-enterprise Curriculum, created by Funds2Orgs, LLC as well as the preliminary design and any incidental works made therefrom.

All materials, including, but not limited to any marketing materials, data or information developed or provided by Funds2Orgs, LLC are and will remain the sole and exclusive property of Funds2Orgs, LLC and its Affiliates. Unauthorized copying, reverse engineering, decompiling and creating derivative works are expressly forbidden. No part of the content may be otherwise or subsequently reproduced, downloaded, disseminated, published, or transferred, in any form or by any means, except with the prior written permission of and with express attribution to Funds2Orgs, LLC. Copyright infringement is a violation of federal law subject to criminal and civil penalties.