



Micro-Enterprise Curriculum



**Student
Workbook**

Middle School 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



WORKSHEET

What is marketing?

Goals:

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

What is marketing?

Why is marketing so important to your business?

Why is it important to know how to market yourself as well as your business?

WORKSHEET

What is Marketing?

Using these three cereal brand images, fill out the chart below.



	SpongeBob	Kashi	Reese's Puffs
Describe the general packaging for each?			
What flavor is the cereal?			
What type of person would purchase each cereal?			
What would this cereal taste like?			
What cereal is healthiest?			
Which product do you feel is the most expensive? Why?			
Which cereal do you feel is the least expensive? Why?			
What cereal would you buy for your younger sister? Why?			
What cereal would you buy for your teacher? Why?			
What is the target market for each cereal?			
Would you visit the website of the cereal? Why or why not?			

WORKSHEET

What is Marketing?

The Four P's of Marketing

In the chart below, define the 4 P's in the first column and discuss why each one is important in the second column.

4 P's	Defined	Why is it important?
Product		
Price		
Place		
Promotion		

WORKSHEET

What is Marketing?

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

Determine if the words listed below are an example of a product, price, promotion, or place.

Item	Product	Price	Promotion	Place
Car				
Doctor				
Storage Garage				
Computer				
Billboard				
Radio				
Restaurant				
Television				
Website				
Song				
Profit				
Shipping				
Food				
Jacket				
Movie Ticket				
Clothing Store				
Personal Selling				
Flyer				
Business Address				
Cost of Labor				
Wholesale				
Newspaper				
Mark-up				
Distribution				
Packaging				

WORKSHEET

What is Marketing?

Creating a Brand

What is a brand?

What does it mean to create a brand?

List ten of your favorite brands:

Example: shoe company, clothing, chips, soda, cereal, video game console

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

WORKSHEET

What is Marketing?

I Failed My Way to Success

What mistakes have you learned from?

Use the image of the "Famous Failures" to answer the following questions.

How did Michael Jordan, Oprah, Albert Einstein, Walt Disney, Steve Jobs, and The Beatles benefit from making mistakes?

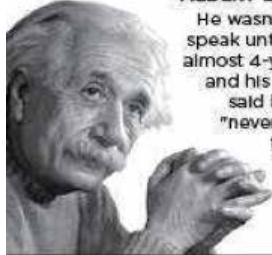
State what each person accomplished to make them successful.

Pick your favorite quote and explain how their lesson was important on their decision to keep trying and also on their overall success.

FAMOUS FAILURES

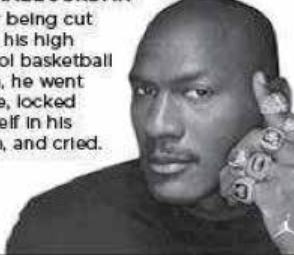
ALBERT EINSTEIN

He wasn't able to speak until he was almost 4-years-old and his teachers said he would "never amount to much."



MICHAEL JORDAN

After being cut from his high school basketball team, he went home, locked himself in his room, and cried.



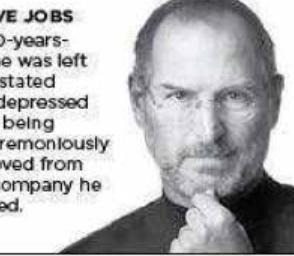
WALT DISNEY

Fired from a newspaper for "lacking imagination" and "having no original ideas."



STEVE JOBS

At 30-years-old he was left devastated and depressed after being unceremoniously removed from the company he started.



OPRAH WINFREY

Was demoted from her job as a news anchor because she "wasn't fit for television."



THE BEATLES

Rejected by Decca Recording Studios, who said "We don't like their sound—they have no future in show business."



**IF YOU'VE NEVER FAILED,
YOU'VE NEVER TRIED ANYTHING NEW**



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