

Micro-Enterprise Curriculum



Teacher
Edition

High 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

General High School Standards – Addressed in all modules

Conversation / Speaking / Presenting	CC.11-12.L.1, CC.9-10.L.1, CC.9-10.SL.4, CC.9-10.SL.5, CC.9-10.SL.6
Writing, Speaking, Reading or Listening:	CC.11-12.SL.4, CC.11-12.SL.5, CC.11-12.SL.6
Reading:	CC.K-12.L.R.3,
Writing:	CC.K-12.L.R.2, CC.K-12.R.R.1, CC.K-12.R.R.2, CC.K-12.W.R.1, CC.11-12.W.1, CC.11-12.W.1.e, CC.11-12.W.2, CC.11-12.W.2.a, CC.11-12.W.2.b, CC.11-12.W.2.e, CC.11-12.W.3, CC.9-10.L.2, CC.9-10.L.2.c, CC.11-12.L.5.a, CC.9-10.L.5.a, CC.9-10.W.1, CC.9-10.W.1.d, CC.9-10.W.1.e, CC.9-10.W.2, CC.9-10.W.2.a, CC.9-10.W.2.b, CC.9-10.W.2.c, CC.9-10.W.2.d, CC.9-10.W.2.e, CC.9-10.W.2.f, CC.9-10.W.3, CC.9-10.W.3.b, CC.9-10.W.3.c, CC.9-10.W.3.e, CC.9-10.W.5
Comprehension:	CC.K-12.SL.1, CC.K-12.SL.2, CC.K-12.SL.3, CC.11-12.SL.1, CC.11-12.SL.1.c, CC.11-12.SL.1.d, CC.11-12.SL.2, CC.11-12.SL.3, CC.9-10.SL.1, CC.9-10.SL.1.a, CC.9-10.SL.1.b, CC.9-10.SL.1.c, CC.9-10.SL.1.d, CC.9-10.SL.2, CC.9-10.SL.3

High 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. Name Recognition
3. Impact of Marketing
4. The 4 P's of Marketing
5. Branding
6. The Pitch
7. Importance of Failure
8. Role Play
9. Writing/Reflection (Historical figure/failure, self-evaluation)
10. Inspiring Creativity

Standards Addressed

Vocabulary:	CC.K-12.L.R.1, CC.K-12.L.R.4, CC.K-12.L.R.5, CC.11-12.L.1.b, CC.11-12.L.4.c, CC.11-12.L.4.d, CC.11-12.L.6, CC.9-10.L.4, CC.9-10.L.4.c
Marketing:	CC.K-12.R.R.7, CC.11-12.R.H.7, CC.11-12.R.H.8, CC.11-12.W.3.d, CC.11-12.W.4, CC.9-10.R.I.2, CC.9-10.R.I.7, CC.9-10.W.3.d
Research:	CC.9-10.W.9

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. Inspiring creativity to enhance marketing skills
- VI. The elevator speech
- VII. Learning from mistakes and moving forward. I failed my way to success.

Worksheets:

1. Which is which? Identifying the Four P's of Marketing
2. I failed my way to success

Definitions: 2

Classroom Discussions: 9

Role Play Activities: 2

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?

THIS is marketing! The road map companies create to have people find out about their products or services.

Assignment option:

Is Facebook considered marketing? Why or why not?

DISCUSSION:

Why is marketing so important to your business?

If you wanted to advertise your new running shoes, but not in 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?

DISCUSSION:

Why is it important to learn about your culture before creating a marketing plan?

Gerber, the name of the famous baby food maker, is also the French word for vomiting. It becomes a bit limiting when you go global. Gerber is therefore not in France, and although Gerber has a French Canadian web page, it says "Les aliments pour bébés Gerber ne sont disponibles pour l'instant qu'aux États-Unis" (French for: The baby food ain't here, try the U.S.)

When Gerber started selling baby food in Africa, they used the same packaging as they did in the US, with the beautiful Caucasian baby on the label. Later, they learned that in Africa companies routinely put pictures of the ingredients on the label, since many people can't read.

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

Assignment option:

Pass out magazines, or have students bring one of their own. Ask them to collect examples of good and bad marketing. Have them explain why they feel each one is good or bad?



The Four P's of Marketing

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

1. Product –
 - a. What are you offering to the customer? What is your specific product or service? What makes it different from your competition? What makes it similar to your competition? What is the product made of?
2. Price –
 - a. What do you need to charge to provide the product or service? What does it cost to make the product? How many man hours does it take to complete the service? Are you charging enough for the product or service? Are you charging too little? How many products or services do you have to sell to cover your expenses? How many products or services do you have to sell to make a profit?
3. Place –
 - a. Where is the customer going to purchase your product? What type of store would someone look to purchase your product? What would be a good location for your product or service? Where do the customers live that would purchase your product? What age group are you targeting?
 - i. Discussion: If you're targeting children, consider who has the purchasing power. As the children do not buy the items without a parent, would it be beneficial to put a kids clothing store in the center of a school? Why or why not?
4. Promotion –
 - a. 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? How much of a discount could you provide to break even? How long will the promotion run? Will you offer a sale around a holiday? What could you offer, or do differently that a local magazine, newspaper or television would pick it up?

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. Keep the name simple. Make sure people can spell it correctly. What other factors do you need to take into account?

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

Assignment option:

In order to be successful, the majority of businesses today need an online front in addition to their actual shop. Think of a unique business that your community needs. Come up with a catchy, unique name. Remember to keep it simple. Once you've named your business, research it and make sure you can find an available domain. What is your web address?

In addition to a website, list other online resources for business (i.e. Facebook, Twitter, FourSquare). What is the best way for companies to utilize these social media outlets? Do you think marketing on social media is as/more/less effective as print, radio, or TV marketing.

Assignment option:

Design a website for your business. Which server would you use? What pages will you have?

IV Creating a brand

DEFINITION:

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

DISCUSSION:

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

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 Inspiring creativity to enhance marketing skills

DISCUSSION:

Why is it important to stand out from the competition?

What is a marketing plan?

A marketing plan outlines an organization's marketing efforts for the year, breaking down their strategies by months and quarters.

A marketing plan helps identify potential customers, targets existing customers, frameworks the message of new marketing campaigns, and implements new strategies to execute and market goods. Your marketing plan should be your road map for the year.

Assignment option:

Think of how the internet has impacted older generations, like your grandparents. Do you think a business marketing to them should market only online? What other outlets should be included in their marketing plan?

Now think about how technology impacts your life. Do you think advertising a new toy in the news-

paper would have the same effect as a TV commercial? Why or why not? Do you think companies should start marketing on video and computer games?

VI The elevator speech

DISCUSSION:

An elevator speech is the short, summary of what you do and why you do it. It's called the elevator speech as it's something you should be able to explain in about the same amount of time as a typical elevator ride. Usually about 10 seconds.

ROLE PLAY:

Grades are not enough to get into a good college these days. Students need to stand out from the crowd. Have students come up with an elevator speech to pitch to a college recruiter. Their speech needs to highlight why the college should accept them and some unique aspects that make them stand out from other applicants. Have students present them to the class.

VII 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? When have you turned a bad situation into a positive, good outcome?

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

WORKSHEET: I failed my way to success
Complete the worksheet

Assignment option:

What are other examples in history where mistakes were made to produce a successful result? Have students choose one example and write 3 paragraphs about it. After, let them share their findings with the class.

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