

Weeks 10-12: Introduction to Marketing

Introduction to Marketing

Teacher:

“Hello class! This week we are going to learn about marketing and why it is so important for a business.

Let’s try to identify some common logos and see how many you know! “

Show pictures of everyday products [Here](#) OR play a game to identify logos of popular snacks: [Here is a link to snack logos](#) video.

“How many logos did you recognize? When you saw a logo you knew, did you remember the product it stood for?”

Spend time discussing the logos students identified, why they were able to identify them, and where they have seen the logos before. Continue to reinforce that marketing is the reason that the logos are made and used by companies.

Teacher:

“Companies create logos as a special symbol or image that represents their brand and products. A logo helps people recognize and remember the company quickly- it is like a visual name tag that sets their products apart from others. Just think of all the logos that you were able to identify and how that logo instantly meant something to you.”

Marketing Examples All Around Us

Classroom scavenger hunt: Send students around the room to find pictures of logos, ads, or signs in magazines or printouts (be sure to look at clothing and shoes). Using their iPad or phones, ask students to snap pictures of the logos they find. Then, have the students gather as a group and share their findings.

The Four P’s of Marketing

What things are important to remember when developing a marketing plan?

The Four P’s of Marketing: Use this [PRESENTATION](#) to explain The Four P’s of Marketing to the class.



by



Presentation
Systems Inc.

Activity:

1. Divide students into small groups
2. Each group picks a print project to promote (flyers, posters, Sports Locker Posters, repositionable stickers).
3. For the product, they must decide:
 - **Product:** What is it? What features or benefits does it have?
 - **Price:** How much will it cost? Why did they choose that price? (HINT: think back to the pricing sheets used last quarter)
 - **Place:** Where will it be sold? (Online, store, market, etc.)
 - **Promotion:** How will they advertise it? (Social media, posters, commercials, etc.)
4. Each group presents their product and marketing plan to the class.