



GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

MARKETING SALES AND SERVICE

PATHWAY: Marketing & Management

COURSE: Entrepreneurship: Building a Business

UNIT 8.2: Promotional Mix



INTRODUCTION

Annotation:

In this unit students will identify the parts of the promotional mix and create a promotional mix for a new market product.

Grade(s):

X	9 th
X	10 th
X	11 th
X	12 th

Time:

5 days

Author:

Original Authors: Yalanda Bell and Krystin Glover
Revision and Edit: Krystin Glover

Notes to the Teacher:

You can have the students make an advertising portfolio that contains all the promotional pieces they come up with or bring another class in to hear the presentations, stating the objective to them and let them vote on the group that did the best sales job. Supplies needed: samples of the new product and computers for student use.

Students with Disabilities:

For students with disabilities, the instructor should refer to the student's IEP to be sure that the accommodations specified are being provided. Instructors should also familiarize themselves with the provisions of Behavior Intervention Plans that may be part of a student's IEP. Frequent consultation with a student's special education instructor will be beneficial in providing appropriate differentiation.



FOCUS STANDARDS

GPS Focus Standards:

MKT-EN-8 Understand the concepts, systems, and tools needed to meet the goals and objectives of an entrepreneurial entity.

- b. Discuss the components of the promotional mix including direct marketing and Internet marketing.
- c. Outline a promotional plan including internet and other forms of promotion.

GPS Academic Standards:

ELA12W1. The student produces writing that establishes an appropriate organizational structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.

ELA12W3. The student uses research and technology to support writing.

National / Local Standards / Industry / ISTE:



UNDERSTANDINGS & GOALS

Enduring Understandings:

- In most companies either the marketing department or a research and development department formulates the ideas for products and services and then it is up to the marketing employees to train and motivate the sales team to go out and sell the product. This project was used to help the students develop their presentation and sales skills and they get to choose their promotional mix which teaches the importance of developing the right promotional mix. Any “new” product will suffice.

Essential Questions:

- What is a promotional plan and why is it necessary for a marketing plan?
- What are the parts of a promotional plan?

Knowledge from this Unit:

Skills from this Unit:



ASSESSMENT(S)

Assessment Method Type:

- ☐ Pre-test
- ☐ Objective assessment - multiple-choice, true- false, etc.
 - ☐ Quizzes/Tests
 - ☐ Unit test
- ☐ Group project
- ☐ Individual project
- ☒ Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
 - ☐ Self-check rubrics
 - ☐ Self-check during writing/planning process
 - ☐ Journal reflections on concepts, personal experiences and impact on one's life
 - ☐ Reflect on evaluations of work from teachers, business partners, and competition judges
 - ☐ Academic prompts
 - ☐ Practice quizzes/tests
- ☒ Subjective assessment/Informal observations
 - ☐ Essay tests
 - ☐ Observe students working with partners
 - ☐ Observe students role playing
- ☒ Peer-assessment
 - ☐ Peer editing & commentary of products/projects/presentations using rubrics
 - ☐ Peer editing and/or critiquing
- ☐ Dialogue and Discussion
 - ☐ Student/teacher conferences
 - ☐ Partner and small group discussions
 - ☐ Whole group discussions
 - ☐ Interaction with/feedback from community members/speakers and business partners
- ☒ Constructed Responses
 - ☐ Chart good reading/writing/listening/speaking habits
 - ☐ Application of skills to real-life situations/scenarios
- ☐ Post-test

Assessment(s) Title:

- Coke Blak Project
- Oral Presentation Rubric
- Collaborative Group Work Rubric

Assessment(s) Description/Directions:

- Provide instruction on promotional mix and plan using PowerPoint
- Purchase a new product out on the market and conduct marketing research with your students.
- Have them try the new product and write down everything that comes to mind.
- Hand out the Coke Blak Project. Explain the scope of the project. Emphasize that this is a pure presentation skills assessment. Go over the Oral Presentation Rubric

Attachments for Assessment(s):

- Coke Blak Project
- Collaborative Group Work Rubric
- Oral Presentation Rubric



LEARNING EXPERIENCES

Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.
 - MKT-EN-8 Understand the concepts, systems, and tools needed to meet the goals and objectives of an entrepreneurial entity.
 - b. Discuss the components of the promotional mix including direct marketing and Internet marketing.
 - c. Outline a promotional plan including internet and other forms of promotion.
 - ELA12W1. The student produces writing that establishes an appropriate organizational structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.
 - ELA12W3. The student uses research and technology to support writing.
2. Review Essential Questions.
 - What is a promotional plan and why is it necessary for a marketing plan?
 - What are the parts of a promotional plan?
3. Identify and review the unit vocabulary.
4. Instruction
 - Day 1: Introduce promotional mix and promotional plan by showing PowerPoint
 - Day 2: Introduce project and begin research
 - Day 3: Work on project
 - Day 4: Work on project
 - Day 5: Presentations

Attachments for Learning Experiences:

- Intro to Promotion PowerPoint
- Coke Blak Project
- Oral Presentation Rubric
- Collaborative Group Work Rubric

Notes & Reflections:



CULMINATING PERFORMANCE TASK

Culminating Unit Performance Task Title:

- Coke Blak Project

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:

- See project guide.

Attachments for Culminating Performance Task:

- Coke Blak Project
- Oral Presentation Rubric
- Collaborative Group Work Rubric



UNIT RESOURCES

Web Resources:

Attachment(s):

Materials & Equipment:

What 21st Century Technology was used in this unit:

<input checked="" type="checkbox"/>	Slide Show Software	<input type="checkbox"/>	Graphing Software	<input type="checkbox"/>	Audio File(s)
<input type="checkbox"/>	Interactive Whiteboard	<input type="checkbox"/>	Calculator	<input type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Student Response System	<input checked="" type="checkbox"/>	Desktop Publishing	<input type="checkbox"/>	Image File(s)
<input type="checkbox"/>	Web Design Software	<input type="checkbox"/>	Blog	<input type="checkbox"/>	Video
<input type="checkbox"/>	Animation Software	<input type="checkbox"/>	Wiki	<input type="checkbox"/>	Electronic Game or Puzzle Maker
<input type="checkbox"/>	Email	<input type="checkbox"/>	Website		