

Creating a Business Plan Lesson 4: Marketing Our Product

SUBMITTED BY: WGYP Summer Educator

SUBJECT(S): Entrepreneurship

GRADE LEVEL(S): 9, 10, 11, 12

≡ OVERVIEW:

In this lesson of the unit Creating a Business Plan, students will create a marketing plan that will go in their business plan.

≡ RELATED ARTICLES:

- “Three Students Take Their ‘Smart Straw’ to Market and Raise Awareness about Sexual Assault”
- “DECA Student Tomas Martinez Talks Cookie Dough and His Life as a CREAM Franchisee”
- “Cheesy Garlic Bread Chips: Lay’s Lesson in Marketing and Brand Awareness”
- “A Maker Develops the Business Plan for His Latest ‘Eye-pad’ Innovation”

NBEA Standard(s):

- Analyze customer groups and develop a plan to identify, reach and keep customers in a specific target market.
- Develop a business plan.

Common Core Standard(s):

- CCR Standard for Speaking & Listening: Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others' ideas and expressing their own clearly and persuasively.
- CCR Standard for Speaking & Listening: Evaluate a speaker's (presenting groups) point of view, reasoning, and use of evidence and rhetoric.
- CCR Standard for Writing: Write arguments to support claims in an analysis of substantive topics or texts, using valid reasoning and relevant and sufficient evidence.

Objectives/Purposes: In this lesson, students will create a marketing plan.

Other Resources/Materials:

- Handout Creating our Marketing Plan (one per group)
 - Worksheet Comments from Stakeholders (one per group)
 - Computers (if possible)
 - Posters/Newsprint, paper, markers, etc.
 - Tape recorders (if possible)
 - Any resources that students could use to help construct their marketing plan

Activity:

[Student Worksheet 1](#)

[Student Worksheet 2](#)

1. Do Now: In your groups, brainstorm marketing ideas for your product. There are no right or wrong answers. You want to get ideas on paper. (5 min)
2. Teacher reviews with students the idea of marketing that were discussed the previous lesson.
3. The teacher will go over what the groups need to include in their marketing plans. There is a handout with this information (*see attached*), or the teacher could post these on the board. Teacher will go over these so students understand what is required. (5 min).

What needs to be included in your marketing plan for your business plan?

a. Need to identify who your target audience is and why you are marketing to them

b. Need to identify two different ways you are going to market the product.

- i. Why did you select these?*
- ii. How does it relate to your target audience?*
- iii. Why is it the best way to showcase your product*

c. Time to get creative. As a group you could come up with the creative side. If you are doing an advertisement in a magazine, this is your chance to create it. If you are going to do a TV or radio commercial this is your time to write it. If you are going to do coupons that will be handed out on the street or posted online, this is your chance to create it. Just remember that you need to really think about how you are marketing to your target audience and how you are best portraying your product.

3. Each group will work on the marketing plan. (25 min)
4. Before class is over each group will lay out on a table what they have constructed so far. On each table will also be a “comments from stakeholders” worksheet (see attached). During the last 10 minutes students will walk around silently and look at different groups marketing plans. They will write comments on the worksheet. These comments should be questions or constructive criticism to help groups improve their marketing plan. Each student should review and give feedback on 2 or 3 products. (10 min)
5. Wrap up: Each group will read over some of the comments and think about how they can improve their marketing plans. (2-5 min)

Practice Outside of the Classroom:

Students can also go and analyze a company’s marketing plan. Students pick a TV commercial, radio commercial, magazine advertisement or any other form of advertisement. They should try to identify who the target audience is based on the advertisement. Also write a brief description if they think it is effective or not, and explain why.

What Worked and What I Would Do Differently:

Teacher might want to think about the different resources and materials available for students to create a marketing plan.