

Marketing 101 final

Overview	After having taken Introduction to Marketing, for the final project, groups of students should create a presentation to market an assigned product to the instructor.
Objectives	Working in groups of 3 or 4, students should develop a complete marketing plan for the product assigned to them. A Chart from Chartle.net should be included as well as a bibliography with all of the sources used for their research.
Standards	<p>MF 2.3- Students communicate with staff to verify workplace objectives.</p> <p>MF 8.1- Students solve mathematical problems that present themselves in marketing.</p> <p>MF 5.4- Students manage internal and external business relationships to foster positive interactions.</p> <p>MF 1.1- Students understand fundamental business/marketing administrative concepts that affect business decision making.</p> <p>MF 2.2- Students write effectively to convey information.</p> <p>MF 9.1- Students develop a foundational knowledge of pricing to understand its role in marketing.</p> <p>MF 4.1- Students acquire an understanding of fundamental economic concepts to obtain a foundation for employment in business.</p> <p>MF 5.2- Students exhibit techniques to manage emotional reactions to people and situations.</p>
Materials	Materials needed for this project are a computer with internet access, a word processor, and possibly PowerPoint, as well as creative minds, a poster-board with charts and graphs, and

	<p>business formal attire.</p>
<p>Procedures</p>	<ol style="list-style-type: none"> 1. Before beginning, students should have: <ul style="list-style-type: none"> • Been enrolled in Introduction to Marketing for the semester • Be familiar with Chartle.net 2. Ask students if they think they could sell any product to anyone. 3. Explain that they will be given the opportunity to try to sell something to you. 4. Have them form groups of 3 or 4 (or assign them to a group) and assign them product to sell to you. 5. Instruct them to pick a date and time to present from a list you provide. 6. Inform them of the requirements to be dressed in business formal attire, everyone must speak during the presentation, a chart from Chartle.net is required, and a bibliography of the sources they use during the research phase must be turned in on the day of the presentation. 7. Have a video example of a marketing pitch for them to see or have a friend or colleague give one to them so that they know what it should be like. 8. Try to emphasize creativity and knowing their audience to the groups. 9. Go over how to use Chartle.net again. 10. Periodically, assist the groups as needed in their journey to create a marketing pitch. Give students at least 3 weeks to complete.
<p>Evaluation</p>	<p>Students will be required to give a presentation of their marketing plan to the class on an assigned date and it must include a chart from Chartle.net, a bibliography, and another visual aid.</p>

