

Secondary Lesson Plan using Foursquare for High School Economics Class

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| <p>Objective:</p> <p>Time Allotted: <u>will take 1-2 days of class</u></p> | <p>After completing this lesson, students will understand how advertising and using different techniques to promote a business can create better revenue and financial success. Within the lesson, different Economics vocabulary terms will be used, such as <u>Marginal Benefit</u>, and <u>Marginal Cost</u>.</p> |
| <p>Procedure:</p>  | <p>1.) You will need to first introduce Foursquare to the class, how it is used and a brief history of Foursquare. Tell the class how it is used to promote businesses and make customers want to come inside and eat at their restaurant.</p> <p>2.) Relate the use of Foursquare as an advertisement to a restaurant, an invitation to get customers more likely to come inside.</p> <p>3.) Talk about the pros and cons of a restaurant signing up for Foursquare and whether or not the free food/drinks are worth it in the long run. Talk about whether giving the mayor of a restaurant free items is too much of a loss of money or that its enough of an advertisement to get more people to come in the store. Relate the <u>Marginal Benefit</u> to the <u>Marginal Cost</u>.</p> <p>4.) Have the students sit down and write a small essay and have them imagine if they had a small business how they would promote it and get their business' name out in the public. Also address Foursquare and ask if it has a possibility of being an option they would use.</p> |
| <p>Evaluation:</p> | <p>When the lesson is over, students will turn in their small assignment and be quizzed over the discussion. The quiz doesn't have to be necessarily made before class, but can be made for the day after the lesson to include questions that had been discussed the previous day. Include questions about Foursquare and what it is, how Foursquare can promote businesses, and the pros and cons of giving away stuff for free for no profit in relation to getting people to come to your restaurant.</p> |

Foursquare Lesson Plan