

Marketing Strategy Outlines

College Level

Environment: Computer Lab

Lesson Length: 2 hrs.

OVER VIEW

Students will:

- Review what they have previously learned about marketing
- Collaborate with partners to develop an outline for an effective marketing strategy using their knowledge and tools supplied by Backpack

OBJECTIVES

After completing this activity students will be able to:

- Recognize various types of marketing strategies
- Come up with ideas and examples of marketing strategies
- Evaluate existing marketing strategies and explain how they could be improved

MATERIALS

Computer with Internet Access

Access to Backpack Account

STANDARDS

Specific standards depend on individual group projects. Follow the following link to view the standards:

<http://www.indianastandards.org/index.asp>

PROCEDURES



1. Review the various categories of marketing strategies and some specific strategies with the students
2. Divide the students into groups of six and assign a group leader
3. Direct the students to backpackit.com and make sure each student has an account and is connected to each of their group members through the site
4. The group leader will divide tasks evenly between group members
5. Tell the students to use Backpack to make an outline for developing a marketing strategy for a given company or product, and to prepare task lists and schedules for the group to prepare a full marketing strategy (to be completed in future lessons). Students may use Microsoft Word and/or Excel to create relevant documents and spreadsheets, and then upload these to Backpack as part of the assignment.
6. Have each group classify and evaluate another group's marketing strategy and suggest improvements for that group.

EVALUATION

Students will be evaluated based on their work during class, and based on the quality of their evaluations of the other groups.