

Business/Computers

Opening & Marketing a Business

Comp Tech

9-12

8/5/13

Lesson Overview

Students will research businesses in the Elk Grove area to determine what type of business they want to open/bring to Elk Grove. Students will look to find what needs are not being met and try to meet them. The assignment will consist of choosing a business, developing a marketing plan and writing script for a commercial. Students will work as partners to complete their assignment.

Materials Included in this Lesson

- Teacher Computer/Insight Demo
- Student Computers
- Microsoft Office Suite

Other Materials for this Lesson

- Writing Instrument
- Notebook
- Handout

Skills the Student will Learn

- Students will receive an overview of the businesses in Elk Grove
- Students will learn about a marketing plan
- Students will learn how companies use commercials to promote their product

Student Deliverables

- Students will research businesses in Elk Grove and choose a new one
- Students will complete a marketing plan
- Students will write a script for a commercial

Length of Lesson: 1 Day

Activity Day One

I will show students the website I worked on (<http://www.elkgroveca.com/>) and the externship. Then I will explain how the EDC (<http://www.elkgroveedc.org/>) relates to their assignment, including the demographics of EG. Teacher will cover basic concepts of marketing, (product, price, place promotion, competition, profit, etc.) and an overview of businesses in Elk Grove. Students will research the businesses in Elk Grove and choose a new business that meets a need. Then, they will create a marketing plan to increase odds of their business being successful. Students will write a script for a commercial and compete/vote for the top 3 groups/companies.

Enrichment Suggestions

Teacher will show clips of commercials and examples of product placement in TV shows and/or movies.

Student Resources

The main student resource will have the ability to go online to complete their research. They will each have a computer to do this even though they are working on pairs.

Common Core Standards (Principles of Economics)

12.2.1. Understand the relationship of the concept of incentives to the law of supply and the relationship of the concept of incentives and substitutes to the law of demand

12.2.2. Discuss the effects of changes in supply and/or demand on the relative scarcity, price, and quantity of particular products

CTE Pathway Standards (A.8.0 Marketing)

A8.1 Describe effective marketing techniques.

A8.2 Explore how products and services are conceived, developed, maintained, and improved in response to market opportunities.

A8.5 Differentiate the components of a promotional plan (e.g., advertising, public relations, and sales promotion) and describe how the plan is used to achieve a stated outcome.

Lesson Plan Relevance To Externship

My externship was with the Elk Grove Chamber of Commerce. Within the Chamber there is an agency called the EDC (Economic Development Corp.). The purpose of this is to create a business friendly environment and create incentives to bring businesses to the Elk Grove area. The president of the EG Chamber is also the president of the EDC. This will directly relate to the assignment.

Rubric for the (title) Project

Student Deliverables	1 Exceeds Expectations	2 Meets Expectations	3 Approaches Expectations	4 Fails to meet Expectations
Marketing Plan	<ul style="list-style-type: none"> • More detailed and thorough plan than expected 	<ul style="list-style-type: none"> • Complete & Accurate Marketing Plan 	<ul style="list-style-type: none"> • Several Points of Plan followed 	<ul style="list-style-type: none"> • Incomplete Marketing Plan
Commercial	<ul style="list-style-type: none"> • Funny, Engaging and Effective 	<ul style="list-style-type: none"> • Complete and comprehensible 	<ul style="list-style-type: none"> • Difficult to understand 	<ul style="list-style-type: none"> • Not enough script