Holiday Markets Advertising for Computer Applications Class

Students create Marketing Materials for a Holiday Market

Students use Canva or any desktop publishing software

Complete in Google or Microsoft – The File is Editable



NO PREP!

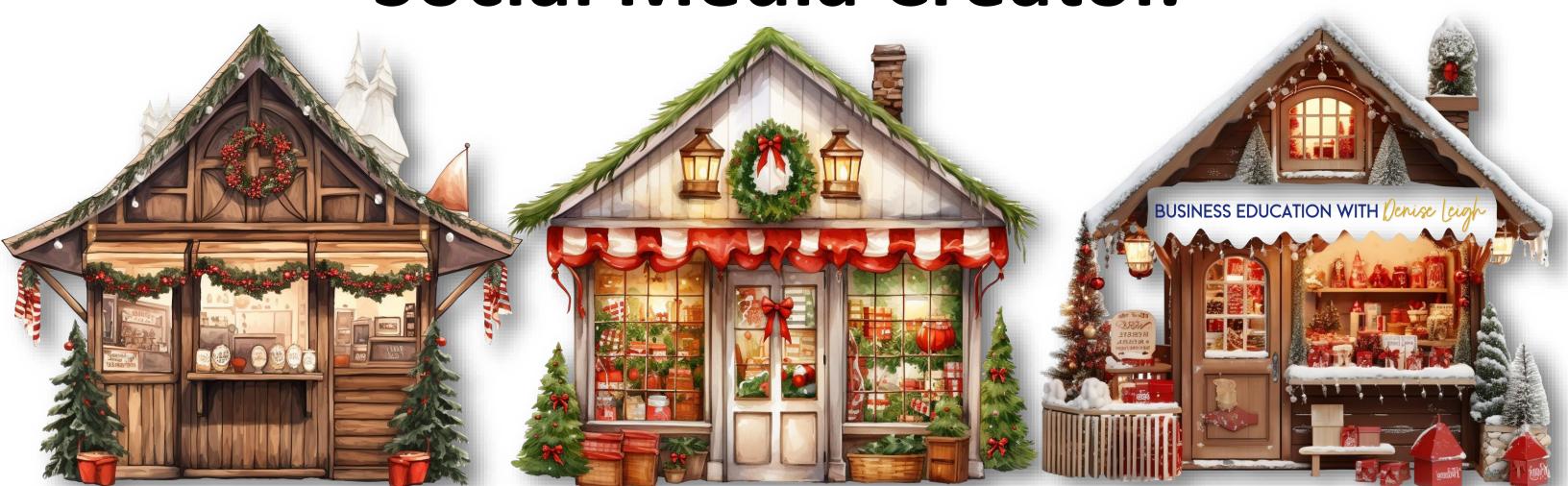
BUSINESS EDUCATION WITH Penise leigh

In this Mini-Simulation, students are prompted to complete

5 jobs as a

Marketing Manager/

Social Media Creator.



Students can complete the projects using Canva or any desktop publishing software!!!

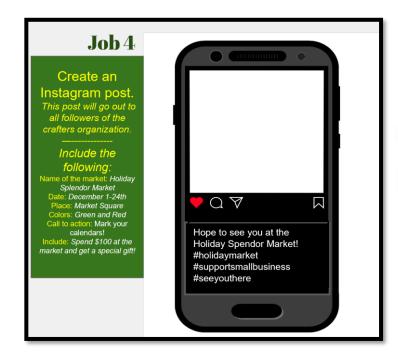
5 project assignments:

- ✓ Create a Marketing Flyer
- ✓ Create a Postcard Mailer
- ✓ Create a Loyalty Card
- ✓ Create an Instagram Post
- ✓ Create an Instagram Story





The 5 project assignments



Include the following:

Name of the market: Holida, Splendor Market
Date: December 1-24th
Place: Market Square
Colors: Green and Red
Call to action: Get your carc punched for every \$20 you spend!
Include: Fill your card and receive a special gift at the gazebo!

Create a oyalty card

Job 3:

Create a Loyalty Card

download of the loyalty card here.

Job 5:

Drop a snip or

Job 4:

Create an Instagram Post

Create an Instagram Story





COMPLETELY EDITABLE!

The teacher can edit & modify to assess students on various concepts & competencies.



Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam!

Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.