

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 *Denise 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

Job 1

Create a flyer.
These flyers will be posted at local small businesses and public offices.

Include the following:
Name of the market: Holiday Splendor Market
Date: December 1-24th
Place: Market Square
Colors: Green and Red
Include: OVER 30 VENDORS!
Call to action: Mark your calendar!

Drop a snip or download of the flyer here. →

Job 1:
Create a Marketing Flyer

Job 2

Create a postcard mailer.
These postcards will be mailed to residents within a 20 mile radius of the market.

Include the following:
Name of the market: Holiday Splendor Market
Date: December 1-24th
Place: Market Square
Colors: Green and Red
Include: OVER 30 VENDORS!
Call to action: Mark your calendar!
Return address:
123 Main Street
Cheyenne, WY 82001
Leave the recipient address blank as the organization will fill in the addresses.

Drop a snip or download of the postcard here. ←

Job 2:
Create a Postcard Mailer

Job 3

Create a loyalty card.
These will be available to any buyers at the market

Include the following:
Name of the market: Holiday Splendor Market
Date: December 1-24th
Place: Market Square
Colors: Green and Red
Call to action: Get your card punched for every \$20 you spend!
Include: Fill your card and receive a special gift at the gazebo!
The card should have 5 spots to have punched.

Drop a snip or download of the loyalty card here. ←

Job 3:
Create a Loyalty Card

Job 4

Create an Instagram post.
This post will go out to all followers of the crafters organization.

Include the following:
Name of the market: Holiday Splendor Market
Date: December 1-24th
Place: Market Square
Colors: Green and Red
Call to action: Mark your calendars!
Include: Spend \$100 at the market and get a special gift!



Job 4:
Create an Instagram Post

Job 5

Create an Instagram story.
This story will go out to all followers of the crafters organization.

Use the same information as the Instagram Story.

Drop a snip or download of the social media posts in the phone.



Job 5:
Create an Instagram Story

Job 4: Create an Instagram Post

Job 5: 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.

