

Marketing 101

Digital Discovery Activity

A Great Introductory Lesson on Marketing

An Easy-to-Use, fillable Google Doc

Sends easily to your LMS!

NO PREP!

Saves you time!



BUSINESS EDUCATION WITH *Denise Leigh*

Engage, Explore, Analyze, Discover!

Prompts critical thinking.

What is Marketing?



Marketing is part of our everyday life. It is all around us. Please answer the following questions below with information that you will find on [this link](#).

What is Marketing?	
Name a celebrity, that you know of, who gets paid by "celebrity endorsements"	
List TWO "takeaways" from the "Understanding Marketing" section of this webpage	
What are the four "P's" of marketing? List ⇒	1 2 3 4
List FIVE types of promoting (listed under the "promotion" section)	1 2 3 4 5
List TWO "takeaways" from the "Special Considerations" section of this webpage in regards to online marketing.	1 2

NO PREP!

What is Marketing?

What are the 4 Ps of Marketing?

What are some ways to promote?

What are some ways to promote on-line?

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.

