

Marketing Channels

Digital Discovery Activity

A Critical Thinking
Lesson on
Marketing Channels

An Easy-to-Use, fillable
Google Doc

Great for a Sub Day or
Remote Learning

Sends easily to your
LMS!

NO PREP!
Saves you time!



BUSINESS EDUCATION WITH *Denise Leigh*

Engage, Explore, Analyze, Discover!

Prompts Critical Thinking



There are so many different ways to advertise. These various ways are called **channels**. Use YOUR knowledge to complete the table below...

THINK and Analyze!

What would be the best CHANNEL or CHANNELS to market these products below? Use the graphic above for some channel suggestions. "Word of mouth" is not included above, but is also a way that products are marketed.

	
	
	
	
	
	
	

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Place a * beside the items above would be a great product to advertise on a billboard?

Have you ever seen a billboard that you remember details about? If so, what product was that billboard selling? What do you remember about it?

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Billboard Advertising

Billboard advertising is derived from the term "billing board". This is a large outdoor advertising space designed to capture the attention of motorists and pedestrians. These ads are usually placed around high traffic areas for both motorists and foot traffic. Billboards should be simple, striking, and creative. As a matter of fact, advertising divisions of companies LOVE to get the task of designing a billboard as it is a golden opportunity to do groundbreaking and impactful work.

Products that benefit most from billboard advertising are products that market to the masses!...meaning, EVERYONE!

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What would be the best Marketing Channel for these products?

What products would be good for advertising on billboards?

Teacher Testimonials



Easy to assign, good assignment for thinking about channels of distribution.



Great resource...Thanks, Denise

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.

