## 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** 

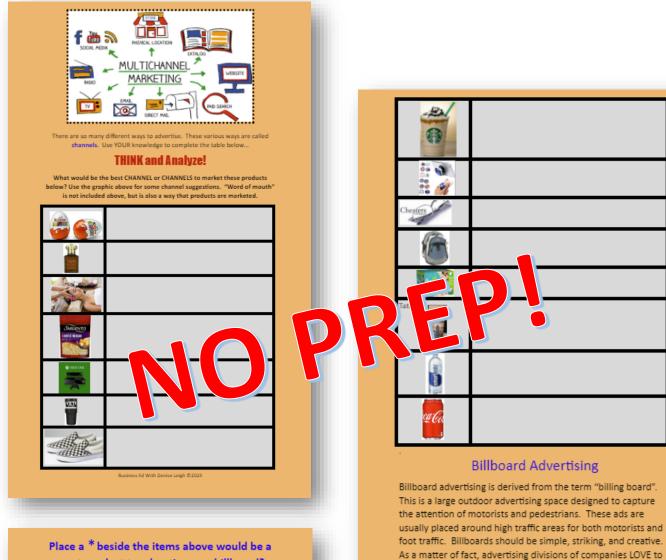
Sends easily to your LMS!

NO PREP! Saves you time!



BUSINESS EDUCATION WITH Penise leigh

## Engage, Explore, Analyze, Discover! Prompts Critical Thinking



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?

get the task of designing a billboard as it is a golden opportunity

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

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.