

Marketing Class

MEGA BUNDLE

22 Marketing Class Digital Activities

A Lesson Library included to help the teacher organize the digital activities and make them **EASY TO FIND!**

Includes a Marketing Digital Notebook for the **ENTIRE YEAR!**

NO PREP!

Saves you time!

Marketing Digital Lesson Library

[CLICK HERE](#) for a **Marketing Plan** template and **Teacher's PowerPoint**.

| | | | | |
|--|---|---|---|---|
| Digital Notebook for a Marketing Course Includes Teacher's Key 24 graphic organizers on all key concept of Marketing CLICK HERE For your copy | Marketing 101 What is marketing? 4 P's of Marketing Activity GREAT for intro 30 min to 45 min to complete CLICK HERE For your copy | Target Market and Market Segment Cereal Marketing 30 min to 45 min to complete CLICK HERE For your copy | Demographics Activities 4 activities to get students to THINK about demographics and target Markets . CLICK HERE For your copy | Consumer Behavior Why people buy 30 min 45 min THINKING and ANALYZING activity Psychology of buying and selling CLICK HERE For your copy |
| 7 Functions of Marketing 45 min to one hour to complete (I split this up in two class sessions) CLICK HERE For your copy | Channels of Marketing and ADVERTISING Students are prompted to THINK and ANALYZE CLICK HERE For your copy | Market Segmentation 5 activities in one resource describing the 4 segments that can be broken up into different segments CLICK HERE For your copy | SWOT Analysis CLICK HERE For your copy | Consumer Behavior How companies can copy CLICK HERE For your copy |
| Marketing Influences Wheaties Cereal Box Case Study 30 min to 45 min to complete CLICK HERE For your copy | Marketing Laws 30 min to 45 min to complete CLICK HERE For your copy | Marketing Influences Wheaties Cereal Box Case Study 30 min to 45 min to complete CLICK HERE For your copy | Marketing Careers For you copy of a marketing career exploratory activity CLICK HERE For your copy | Intellectual Property Patents, trademarks, copyrights CLICK HERE For your copy |
| FALL Pumpkin Spice Economy and Marketing 7 page case study on pumpkin spice can be separated CLICK HERE For your copy | Thanksgiving Dinner Marketing! Case study on marketing your Thanksgiving dinner! and Teacher's Key CLICK HERE For your copy | Valentine's Day Marketing Case Study on Valentine's Day and companies who greatly cash in on the day! CLICK HERE For your copy | Spring Egg Study Engaging case study on Eggland's Best Eggs 30 min to 45 min to complete CLICK HERE For a copy | Marketing Writing Prompts GREAT for a sub day! CLICK HERE For your copy Can send one at a time by copying on slide and pasting it in a new presentation. |

Email: deniseleigh@business-ed.com
Follow me on Instagram @BusinessTeachDenise
Like my Facebook Page 'Business Ed With Denise Leigh'
My blog www.business-ed.com Check out my **free** stuff!

Lesson Library for the Teacher!

Offers quick access links to all the resources in this MEGA BUNDLE to help keep the teacher organized. The teacher's keys are also easily accessed from this lesson library.

| Marketing Digital Lesson Library | | | | |
|--|---|---|---|---|
| <p>CLICK HERE for a Marketing Plan template and Teacher's PowerPoint.</p> | | | | |
| <p>Digital Notebook for a Marketing Course Includes Teacher's Key 24 graphic organizers on all key concept of Marketing CLICK HERE For your copy</p> | <p>Marketing 101 What is marketing? 4 P's of Marketing Activity GREAT for intro 30 min to 45 min to complete CLICK HERE For your copy</p> | <p>Target Market and Market Segment Cereal Marketing 30 min to 45 min to complete CLICK HERE For your copy</p> | <p>Demographics Activities 4 activities to get students to THINK about demographics and target Markets. CLICK HERE For your copy</p> | <p>Consumer Behavior Why people buy 30 min 45 min THINKING and ANALYZING activity Psychology of buying and selling CLICK HERE For your copy</p> |
| <p>7 Functions of Marketing 45 min to one hour to complete (I split this up in two class sessions) CLICK HERE For your copy</p> | <p>Channels of Marketing and ADVERTISING Students are prompted to THINK and ANALYZE CLICK HERE For your copy</p> | <p>Market Segmentation 5 activities in one resource describing the 4 segmentations. Can be broken down into different lessons. CLICK HERE For your copy.</p> | <p>SWOT Analysis CLICK HERE For SWOT digital graphic organizer for project and special assignments CLICK HERE For a digital activity</p> | <p>Consumer Behavior How companies market with COLOR. Customers respond to color packaging. Can be a weeklong unit. Have students search and scavenger hunt in their own homes. CLICK HERE For your copy</p> |
| <p>Promotion and Taglines CLICK HERE For your copy</p> | <p>Product Packaging Laws 30 min to 45 min to complete CLICK HERE For your copy</p> | <p>Influences Wheaties Cereal Box Case Study 30 min to 45 min to complete CLICK HERE For your copy</p> | <p>Marketing Careers For you copy of a marketing career exploratory activity, (35-45 min) CLICK HERE For your copy Social Media Marketing CLICK HERE</p> | <p>Intellectual Property Patents, trademarks, copyrights Students and teacher's key 30 min to 45 min to complete CLICK HERE For your copy</p> |
| Marketing through the seasons... | | | | |
| <p>FALL Pumpkin Spice Economy and Marketing 7 page case study on pumpkin spice can be separated CLICK HERE For your copy</p> | <p>Thanksgiving Dinner Marketing! Case study on marketing your Thanksgiving dinner! and Teacher's Key CLICK HERE For your copy</p> | <p>Valentine's Day Marketing Case Study on Valentine's Day and companies who greatly cash in on the day! CLICK HERE For your copy</p> | <p>Spring Egg Study Engaging case study on Eggland's Best Eggs 30 min to 45 min to complete CLICK HERE For a copy</p> | <p>Marketing Writing Prompts GREAT for a sub day! CLICK HERE For your copy Can send one at a time by copying on slide and pasting it in a new presentation.</p> |

This MEGA BUNDLE will be your timesaver!

What is Marketing?

Target Market

Marketing Mix

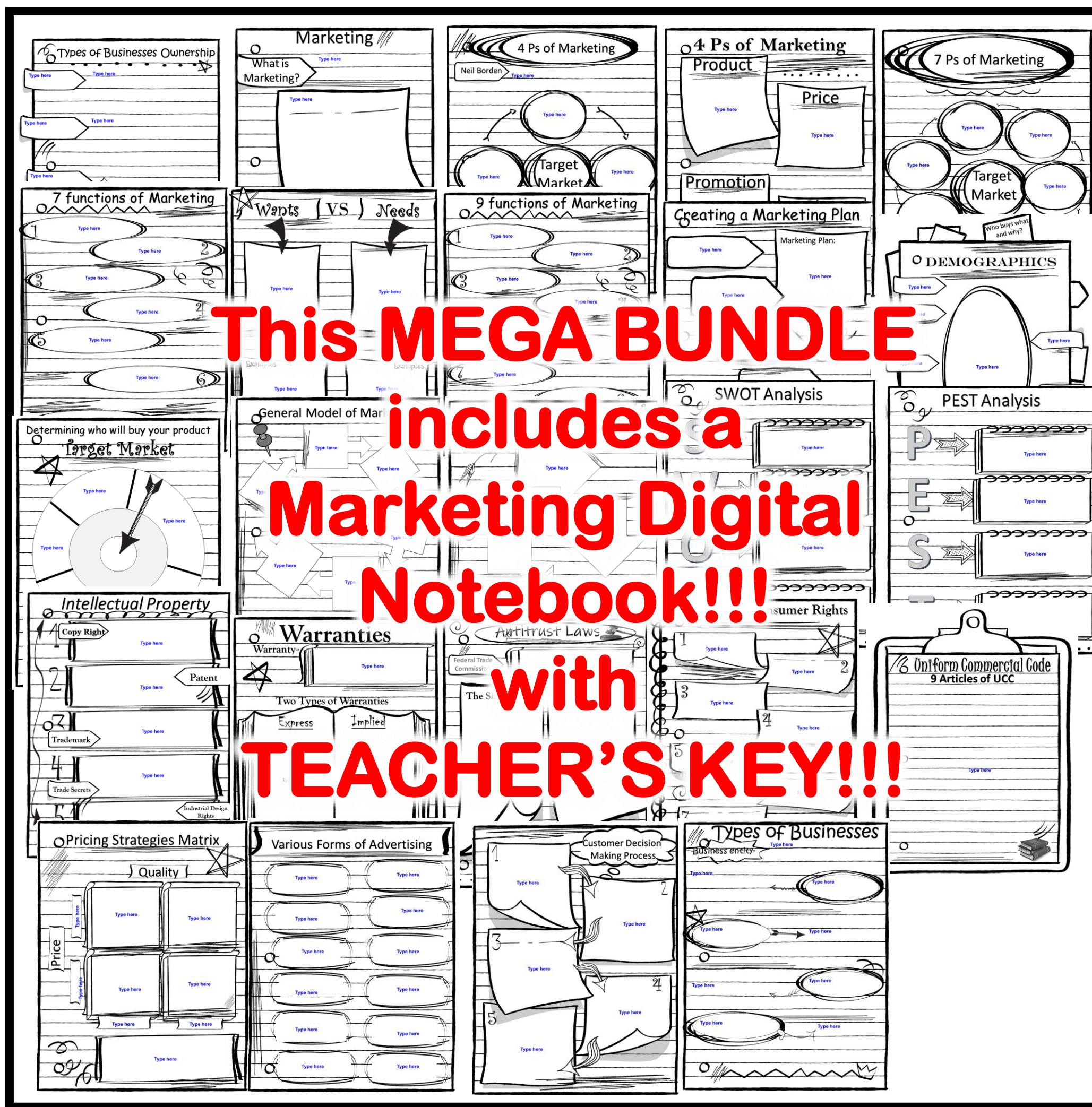
Market Segment

SWOT Analysis

Ways of Advertising

Intellectual Property

Warranties



This MEGA BUNDLE includes a Marketing Digital Notebook!!! with TEACHER'S KEY!!!

Uniform Commercial Code

Pricing

Wants vs Needs

7 Functions of Marketing

Creating a Marketing Plan

Marketing Career

Packaging

Teacher Testimonials



One of my favorite bundles! I have an Intro to Marketing class for a semester. This bundle has **very relevant** lessons and activities that correlate well with the chapters that I pull from the textbook for the semester class. **Very real and hands on activities** and lesson! **A must to have** for a basic marketing course!



Love this bundle of activities. Students like that they are **engaged** in their learning.



My students **loved** this activity and the many others I have used.



These activities are a **great supplement** to any marketing class.



This is a **great resource**. The activities compliment the content of my course. The students are engaged.

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.

