

Marketing Writing Prompts

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8 NO PREP
Writing Prompts

Great as Exit Tickets or
Bell Ringers

Great for a Sub Day or
Remote Learning Day

Great for Marketing,
Intro to Business,
Entrepreneurship, or
Business Essentials Class



NO PREP!
SAVES YOU TIME!

BUSINESS EDUCATION WITH *Denise Leigh*

Marketing Writing Prompts

Students are prompted to THINK about the following Marketing Concepts:

- SWOT Analysis
- Brands/Products
- Small vs Big Business
- Copyright
- Six Living Generations
- Consumer Behavior

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Small Business USA

Gloria has owned a formalwear shop for over 30 years. She has dreamed of handing the business down to her daughter after she retires. Amazon offers great deals on prom and formal gowns at a fraction of the cost and these gowns are delivered right to the customer's doorstep. Gloria sees a downfall in sales...but is still profitable. What does Gloria's formalwear shop offer that Amazon does not? Is there still a market for a prom dress shop on Main Street USA? Explain why or why not...

Prompt: Some people refuse to shop at giant retailers such as Wal Mart. They would rather pay more, and support a small locally owned business. Others buy most of their household items at Wal Mart. Saving money and getting everything in one stop is important to them. When you are on your own and buying the items for your own household someday, what will you do? What type of a consumer do you think that



Prompt: Large companies such as Disney and Starbucks go to great lengths to protect their brand, logos, and intellectual property. These companies send a "cease and desist" letter demanding that a "copy-cat" stop infringing on their brand or they will sue. Some critics think that they over-react at the first sign of another label infringing on their brand. What might happen if large companies do not act soon when finding a potential infringement on their brand? What is your opinion on companies taking great measures to protect their brand?



Prompt: What three items do you feel would sell best at a school store? Why?



List SIX demographic descriptors for students in your school.

Think of an entertainment business in your area. It may be a movie theater, arcade, trampoline park, amusement park and such. Complete a SWOT Analysis on that particular business.

SWOT Analysis

Strengths- What is so unique about this business that gives it a competitive edge?
Weaknesses- What does this company NOT offer? Why might someone NOT go there?
Opportunities- What could make this company very successful? What opportunities are there?

Prompt: What THREE clothing labels do you think are the most popular for your demographic? Explain....



Prompt: If the school announced that they were bringing two fast food companies in to the cafeteria, what two brands do you think would do best in your school? Why?

Prompt: In your opinion, does McDonalds offer menu items for all six of the living generations? If not, what generation do you feel is being slighted? Explain? What menu item could they offer to fulfil that void?

Six Living Generations

GI Generation	Born: 1901-1926
Silent Generation	Born: 1927-1945
Baby Boomers	Born: 1946-1964
Gen X	Born: 1965-1980
Gen Y/Millennials	Born: 1981-2000
Gen Z/Centennials	Born: 2001-2015



REVIEW

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Teacher Testimonials



Great resource for my Intro to Business students! They were able to reflect on SWOT analysis.



I used this lesson as a sub-plan and there was **absolutely no prep!** The directions were **super easy to follow** and the feedback from students was that they **enjoyed** the opportunities to have their voices heard. The day I returned was used to generate a deeper discussion about the real-life situations students had to think about during my absence. Thank you 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.

