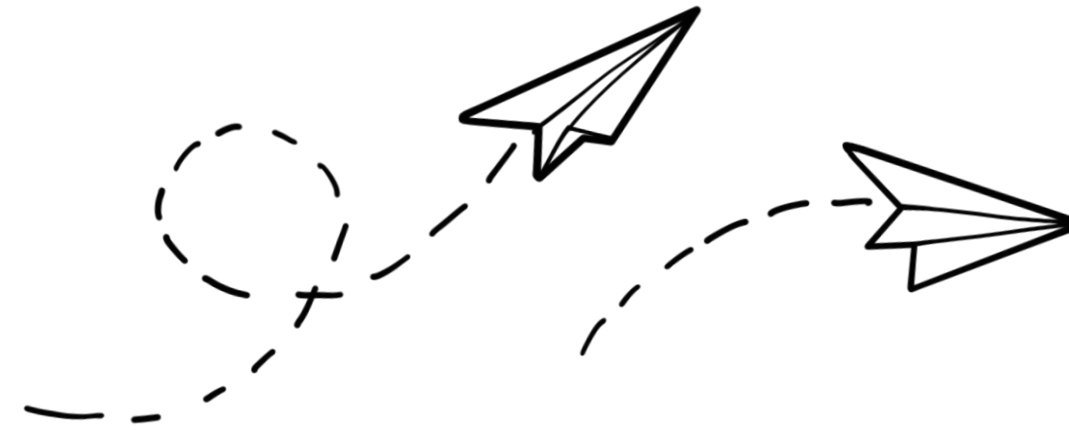


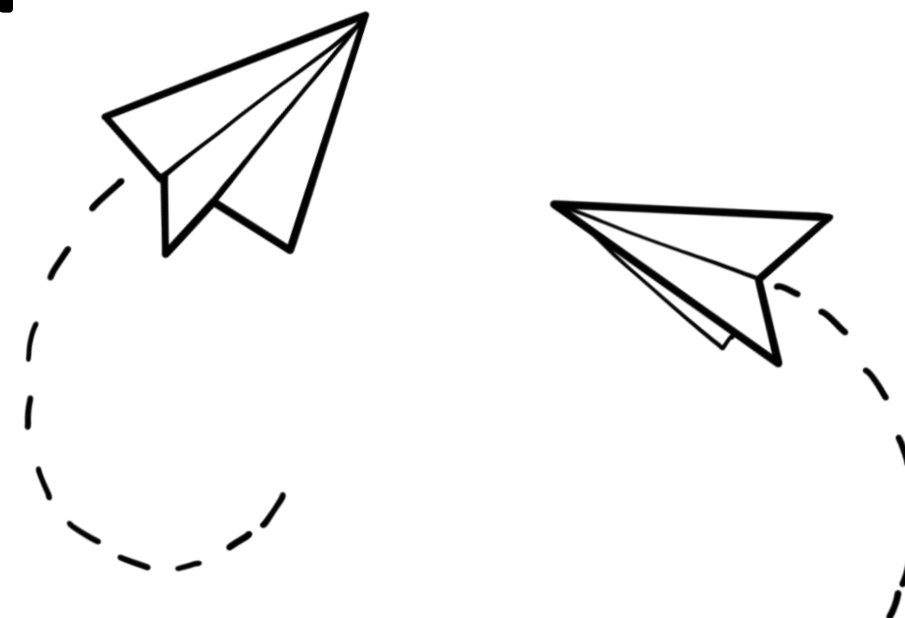
# Paper Airplane Business Project

Can be Used as  
Final Assessment  
in Marketing or  
Intro to Business class



Students launch (pun intended) a new product

- **UNIQUE SELLING POSITION**
- **MARKETING MIX**
- **SWOT ANALYSIS**
- **DEMOGRAPHICS**
- **TARGET MARKET**



**INCLUDES AN INSTRUCTIONAL  
VIDEO FOR THE TEACHER**

BUSINESS EDUCATION WITH *Denise Leigh*

# Create a Unique Selling Proposition

what is your airplane's USP?

Click to add text

Click to add text

The Unique Selling Proposition is the factor or consideration presented by a seller as the reason that one product or service is different from and better than that of the competition.

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The 4 P's of Marketing are the key elements involved in marketing your airplane.

Product... Promotion... Place... Price

Click to add text

Click to add text

Click to add text

Click to add text

Marketing Mix

Person

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**THE  
CORE  
COMPETENCIES  
IN LAUNCHING  
A NEW PRODUCT  
ARE THE  
MAIN  
COMPONENTS  
OF THIS  
PROJECT**

# Identify your TARGET MARKET

List 6 common traits and characteristics that would describe your target market...

Click to add text

The target market is a particular group of people who exhibit common traits and similar characteristics.

Target Market

who is buying your airplane?

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# Apply the 4 Ps of Marketing

Strengths...weaknesses...Opportunities...Threats

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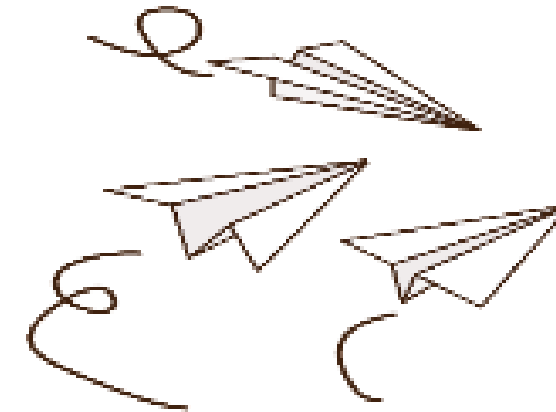
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SWOT Analysis is a tool that will help you analyze what is good about your airplane and what could potentially go wrong.

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# Complete a SWOT Analysis

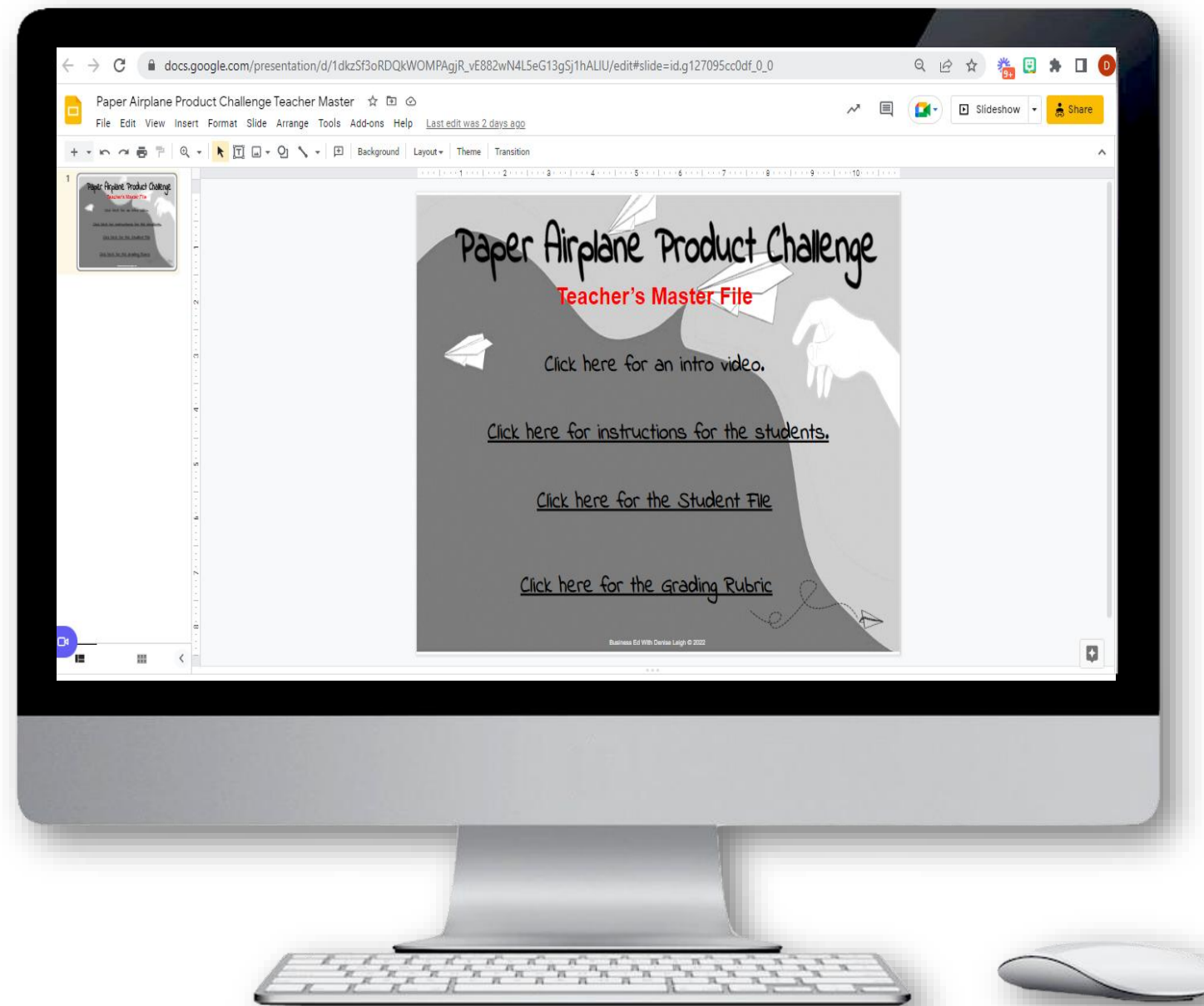
# An Instructional Video & Grading Rubric are included to help implement this project



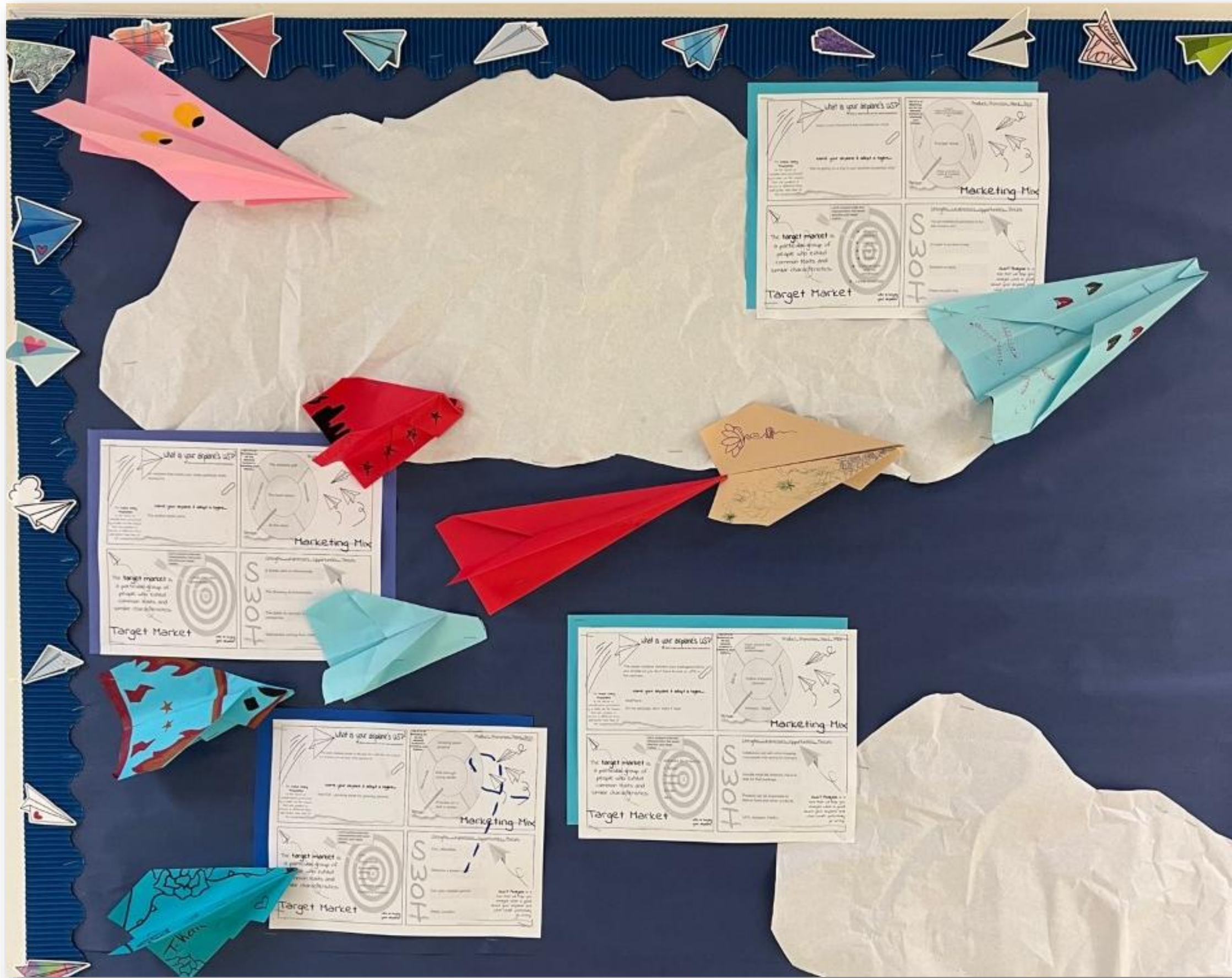
## Paper Airplane Rubric

Concepts and Competencies	Student's Score	Total Points
Airplane design & construction-usatness and flying performance		10
Unique Selling Proposition-Creativity and consideration		10
Marketing Mix-3 pts for each of the four components		12
Target Market-2 pts for each trait or characteristic		12
SWOT Analysis-4 pts for each of the four components		16
<b>TOTAL</b>		<b>60</b>

Google Slides®  
(or convert to Microsoft PowerPoint®)  
that can be printed for  
a great classroom display!



# My Bulletin Board idea



# A Great Opportunity to get students outside! FUN!



# Teacher Testimonials



I used this project with my Entrepreneurship students and it was a **great project** for them to complete near the end of the school year. The PowerPoint was an opportunity for them to reinforce concepts they learned during the year. They really enjoyed the creative aspect of it and especially enjoyed going outside to see which airplane flew the longest distance.



I used this assignment in my Introduction to Marketing class as a final assessment for the first marketing unit. Students particularly enjoyed the airplane creation portion, finding it highly competitive with their classmates. **Keep sending those great assignments and activities my way!**



**A great assignment** that promoted creativity and innovation among my students.



**Great end of the year activity** for my Intro to Business students! Worked on the questions for a day, the plane for a day and went outside to throw them.

**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.

