

SCHOOL STORE LESSON BUNDLE

All Digital Activities!

15 Resources in this **BUNDLE**:

Marketing

Mark-up and Pricing

Inventory

Customer Service

SWOT Analysis

Entrepreneurship

Cash Handling

Demographics

Ideal Customer

...and **MORE!**

NO PREP!



BUSINESS EDUCATION WITH *Denise Leigh*

Easy-to-Navigate **Lesson Library**

Just click on the link to access each activity.

Teacher's **SCHOOL STORE Lesson Library**

I recommend completing these in the order listed below.

<u>What is Marketing?</u> An intro lesson to marketing. 4 P's of Marketing. 45 minutes to complete **Digital notes and Teacher's Notes for Marketing Mix.	<u>What is Markup?</u> <u>Teacher's Key</u> How much do I sell this for? Finance 45 minutes to complete.	<u>Pricing Strategies</u> 14 different pricing strategies are explained Students use critical thinking 60-75 minutes to complete
<u>Customer Service</u> Students explore 16 skills needed to be successful in customer service. They are then prompted to self assess for skills. 45 minutes	<u>Complete a SWOT Analysis</u> Intro to SWOT Students choose a company to analyze. 30 minutes to complete	<u>SWOT Practice</u> Independent work SWOT Graphic organizer and student chooses a product in which to complete a SWOT. *Included teacher's key.
<u>Entrepreneurship</u> What is an entrepreneur? Discovery activity 45 minutes to complete	<u>Federal Agencies that protect consumer rights</u> Student Copy <u>Teacher's Key</u> 45 Minutes to Complete	<u>Demographics Activities</u> KNOWING YOUR CUSTOMER Students discover demographics and THINK and Analyze using what they know about consumer groups and norms. 4 Activities ...20 minutes each to complete
<u>Inventory Management</u> Types of inventory Inventory management tips SKU Inventory Allocation 90 minutes to complete	<u>Cash Handling</u> Best Practices for counting a drawer Four Key Elements 45 minutes to complete	<u>Financing-Marketing Function</u> How much does marketing cost? How will customers pay? 45 minutes to complete
<u>Consumer Spending And Buying Habits</u> 30 minutes to complete	<u>Supply and Demand</u> Law of supply and demand Seasonal Shopping 40 minutes to complete	<u>Creating Social Media Posts with Canva</u> <u>Student examples</u> 10 Social media posts that can be used as early finisher files or fun activities.

Terms of Use: Please do not share my resources with other educators or collaborators. THANK YOU!

**LESSON LIBRARY
INCLUDED
TO KEEP
THE TEACHER
ORGANIZED**

Teacher Testimonials



This **great** for students who work in the store. This is the first time I've had short lessons for them. **This purchase did not disappoint. Makes my job easy!**



This is a **very thorough** and **engaging** lesson for students that was easy to use in my Business class.



I used the first assignment for a day that I had to get a last minute sub and it saved me. The kids gave great feedback and said they **enjoyed** this assignment



Great resource for my students and myself as we are learning how to incorporate our school-based business. Thank you!



Great Resource!

What is Marketing?



Marketing is part of our everyday life. It is all around us. Please answer the following questions below with information that you will find on [THIS LINK](#) regarding the basics of marketing. If that link fails ...use [this link](#) (please don't copy and paste your answers)

What is Marketing?	
Name a celebrity, that you know of, who has been paid by "celebrity endorsement" agents.	
List TWO "takeaways" from the "Online Marketing" section of this webpage.	
What are the four "P's" of marketing?	1 2 3 4
List FIVE types of promoting.	1 2 3 4 5
List TWO "takeaways" from the "Online Marketing" section of this webpage.	1 2

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Pricing



Pricing Strategies

[CLICK HERE](#) to access a resource link to complete the following information.

What is price elasticity of Demand?

Pricing Strategy	what does this strategy mean?
1 Competition Based Pricing	
2 Cost plus based Pricing	
3 Dynamic Pricing	
4 Freemium Pricing	
5 High-low Pricing	
6 Hourly Pricing	
7 Skimming Pricing	
8 Penetration Pricing	
9 Premium Pricing	
10 Project-Based Pricing	
11 Value-Based Pricing	
12 Bundle Pricing	
13 Psychological Pricing	
14 Geographic Pricing	

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Select 8 of the pricing strategies above and give examples of each.

Pricing Strategy	Example of this strategy
1	
2	
3	
4	
5	
6	
7	
8	



what pricing strategy is implemented in each scenario?

	Scenario	Pricing Strategy
1	Anna went to the mall to buy a shirt that she wanted all summer. It was too expensive, but now that fall is here, it's on sale.	
2	Levi is a food truck owner. He always charged a premium price for his steak hoagies because he was the only food truck on the street. Two more food trucks recently got their permits to sell on his street. He will have to lower his prices.	
3	Jamal is wanting to buy a new skateboard. He sees a deal in the skate shop that if he buys the skateboard and all of the accessories at once, he gets a great deal.	
4	Lee installs air-conditioners and furnaces. He charges one price according to each job.	

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Learn about Marketing Basics!

Digital Fillable Marketing Mix With Teacher's Notes!

4 Ps of Marketing

Neil Borden

Type here

Type here

Type here

Target Market

Type here

4 Ps of Marketing

Product

.....

7 Ps of Marketing

Type here

Type here

Type here

Target Market

Type here

Type here

Type here

7 Ps of Marketing

Type here

PREVIEW

\$\$\$ What is Mark-up? \$\$\$

To calculate the markup amount, use the formula: $\text{markup} = \text{gross profit}/\text{wholesale cost}$. If you know the wholesale cost and the markup percentage, then calculating the gross profit just involves multiplying those two numbers.

Simply take the sales price minus the unit cost, and divide that number by the unit cost. Then, multiply by 100 to determine the markup percentage. For example, if your product costs \$50 to make and the selling price is \$75, then the markup percentage would be 50%: $(\$75 - \$50) / \$50 = .50$.

Use [THINK LINK](#) to answer the following questions about markup!

What is markup? What does it show?	
What is margin?	
What is the benefit of strategic pricing?	

Label	Formula
Revenue	
Cost of Goods Sold (COGS)	
Gross Profit	

Your teacher told you that you would need to sell the items in your school store at **KEYSTONE PRICING** in order for your store to turn a profit after all expenses. Calculate the sales price of each item....

COGS for Item---	Markup amount	What is the Sales Price?
Long sleeve T-shirts are \$14.00 each		
Mixed Ball Caps are \$5.00 each		
Mixed cell phone cases are \$12.00 each		

Mark-up

Customer Service

16 KEY CUSTOMER SERVICE SKILLS



In this set of customer service skills, things like "being a people person" often take the spotlight, but being a people person isn't a skill. It's a trait. Not all people are naturally extroverted. You can't develop the skill of being a people person, but you can focus on what you can control and become a "people person" in an interview.

Use [this resource link](#) to list and explain 16 skills needed for successful customer service.

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	

SKILLS SELF ASSESSMENT

- Place an (X) beside the skills that you feel YOU are good at.
- Place a (D) beside the skill or skills that you would like to work on developing.

What actions or activities might you be able to do to improve on one of the skills that you feel you could improve?

SWOT Analysis

Choose either McDonalds or Starbucks to SWOT analyze

McDonald's... [CLICK HERE](#) to access a SWOT Analysis for McDonald's.

Starbucks... [CLICK HERE](#) to access a SWOT Analysis on Starbucks.

Provide TWO pieces of evidence to support each component of the SWOT

Analysis for one of the companies.

The company that I selected is Loading...

S	
W	
O	
T	

PREVIEW

Conduct a SWOT on your school store and items in the store!

SWOT Analysis

S → What are the **STRENGTHS** of your business?

W → What are the **WEAKNESSES** of your business or brand?

O → What **OPPORTUNITIES** are in your market?

T → What **THREATS** will your business or brand face?

SWOT Analysis

S →

W →

O →

T →

SWOT Analysis

Consumer Rights



Entrepreneurs

Entrepreneurs are RISK TAKERS! MOTIVATED! INNOVATORS ...and are not happy when they are not pursuing their own dreams.

EXPLORE

CLICK HERE to view a list of characteristics of entrepreneurs. Of the 10 characteristics listed, what traits do YOU have?

Discover

CLICK HERE to discover some habits of successful entrepreneurs. List the 8 habits. Highlight the habits in GREEN that you wouldn't mind working on to become more productive.

Investigate

CLICK HERE to meet 18 entrepreneurs UNDER 18. They all became entrepreneurs to solve a problem to create something better! Select THREE of them to investigate.

WHO?	What?	When?	Stats?
Who are they?	What did they do to solve a problem? What did they create?	When did they do this? How old were they?	How much have they sold? How much are they worth?

Entrepreneurship

PREVIEW

Search and RE-Search *update*

Select ONE of the teen entrepreneurs from the Fortune link above. Do some more research to find out the latest on them. Where are they today?

Federal Consumer Protection Agencies

Listed below are 3 federal consumer protection agencies. Search the web to find what each agency does to protect consumers. Use your own words...

Consumer Product Safety Commission

Federal Trade Commission

Food and Drug Administration

Consumer Product Safety Commission=CPSC
Federal Trade Commission=FTC
Food and Drug Administration=FDA

After reading each circumstance below, identify which federal agency would take responsibility to oversee that business transaction or activity...

Kohl's Department Stores, Inc. agreed to pay a civil penalty of \$220,000 to settle allegations that the retailer violated the Fair Credit Reporting Act by refusing to provide complete records of transactions to consumers whose personal information was used by identity thieves. (June 2020)

Investigate a new vaccine for dogs to protect them from Lyme Disease.

Looking into banning a new motor scooter that allegedly has faulty brakes.

Test the safety of a new face cream that claims to have anti-aging components as well as act as a sunscreen.

It was alleged that Facebook violated its privacy promises to consumers and subsequently violated a 2013 Commission order.

Set a safety standard for hand-held fans.

WebQuest

What is the Clayton Act? What is the goal and who does it protect and why?

Entertainment Marketing



When tickets are sold to Pittsburgh, this is the home of the Pittsburgh Penguins. When the Penguins aren't playing, the arena needs to generate revenue in other ways. Analyze the demographic information and determine the best way to market the arena. Entertainment venues try to draw up a variety of performers that appeal to every demographic. Take a look at these up coming performers, shows, and events. List the demographic descriptions for each performer. If necessary, search the web for information about the event performer to make it easier to determine the demographics.

Event	Sex (male/female)	Age Range	Interest Group	Additional Demographic Descriptors
The Who				
Country Music Fest				
Major League Soccer				
New York on the Beach, Fall and Winter, Naughty by Nature, and more				
Various Artists				
Country Music Fest				
Major League Soccer				
Various Artists				
Country Music Fest				
Major League Soccer				
Various Artists				
Country Music Fest				
Major League Soccer				
Various Artists				

Students Discover How Important Demographic Analysis is to ALL Industries

Toy Demographics

Everyone LOVES toys...and toy and recreation companies try to develop toys that will appeal to consumers of all ages.

THINK AND ANALYZE

Gender: What gender MOST LIKELY would be the customer?

Age Range: What would be your educated guess as to a range of age of customer?

Socioeconomic Status: What educational, economic, recreational, and other socioeconomic factors would you use to describe the customer?

Toy	Gender	Age Range	Socioeconomic Status

Restaurant Demographics

Restaurants cater to every demographic. They do market research to find out what their customers want and they are careful to offer menu items for EVERYONE. Think! Access! Evaluate! Who might typically order the following items? List the demographic group, interest group, and any other demographic descriptors that you can think of to describe the customer.

Chicken Nugget Happy Meal	
Double Baconater	
Cobb Salad	
Caramel Fudge	

Merchant Demographics

Using what you know about demographics...complete the Think! Access! Evaluate!

Store	Sex...female/male	Age Group	Interest Group
GameStop			
American Eagle			
PetSmart			
Macy's			
Wal Mart			
Claire's			
Hot Topic			
Gander Mountain			
Bath and Body Works			



PREVIEW



1 Financing-Marketing Function

There are two components in marketing when dealing with financing.

1. How will the business pay for marketing campaigns and how much will they spend?
2. How will the business accept payment from customers?

How MUCH DOES ADVERTISING COST?

Refer to [THIS RESOURCE](#) to complete the following table.

Marketing Method	Cost



How WILL CUSTOMERS PAY FOR THE PRODUCT OR SERVICE?

[CLICK HERE](#) for information to complete the following table.

Product/Service	Accepted Payment Method
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Cash Handling



Use [this link](#) to complete the following questions...

Question 2:
In your own words, what is cash handling?

Question 3:
What are 3 things that can go wrong with no cash handling procedures in place?

Question 4:
List 4 key elements of cash handling procedures.

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How to Balance a Cash Drawer Quickly and Accurately

[THIS LINK](#) lists 7 best practices for balancing cash drawers for your business.

Section 1: Use the information provided to complete the table below.

Best Practice	Why is this important for your business?
1	
2	
3	
4	
5	
6	
7	

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Section 2: Use the information provided to complete the table below.

Best Practice	Why is this important for your business?

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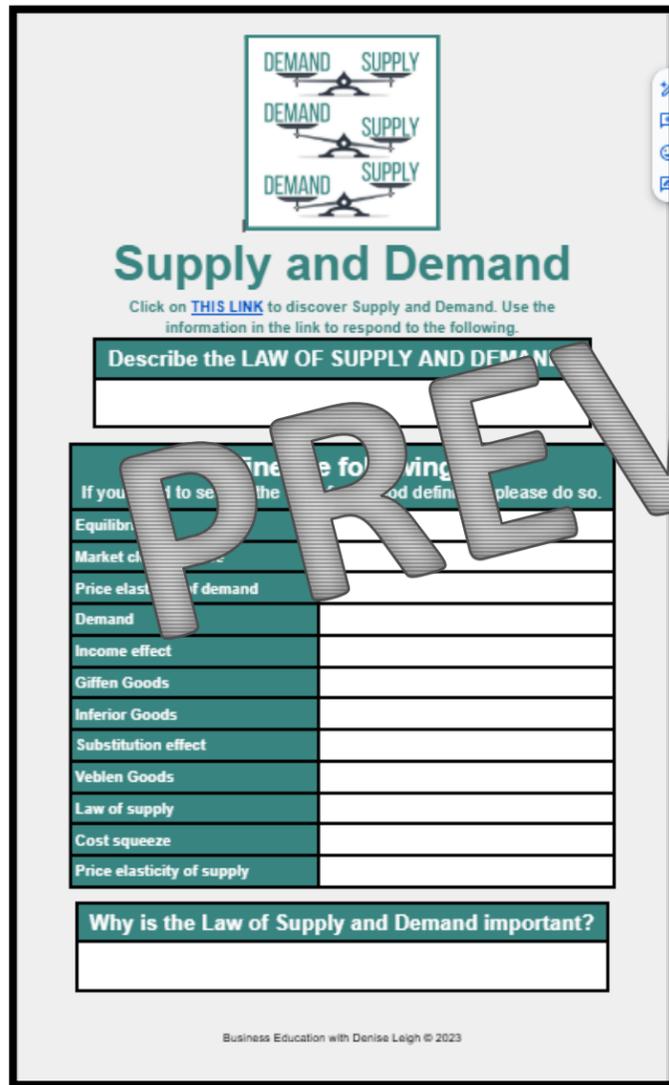
Section 3: Use the information provided to complete the table below.

Best Practice	Why is this important for your business?

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Financing as a Marketing Function

Consumer Spending Habits



Supply and Demand

Click on [THIS LINK](#) to discover Supply and Demand. Use the information in the link to respond to the following.

Describe the LAW OF SUPPLY AND DEMAND.

If you need to see the good definition, please do so.

Equilibrium	
Market clearing	
Price elasticity of demand	
Demand	
Income effect	
Giffen Goods	
Inferior Goods	
Substitution effect	
Veblen Goods	
Law of supply	
Cost squeeze	
Price elasticity of supply	

Why is the Law of Supply and Demand important?

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Use your CRITICAL THINKING SKILLS!

List 3 things that cost more during the Covid-19 Pandemic...

List 3 things that you would get during the Covid-19 Pandemic...

List any good or service that would be in high demand during the following seasons in a climate where the weather changes with the seasons...

Spring	
Summer	
Winter	
Fall	

You have been wanting a pair of the new Nike shoes but they are unavailable because they sold out so quickly. When a new shipment comes in, will you be able to get them on sale at a lower price? Explain...

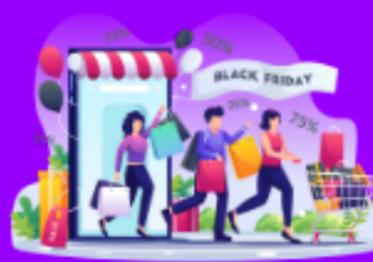
The baseball park sells water for \$4.00 a bottle. Why would anyone pay that much for water?

There are so many funnel cake food trucks at the county fair! Will funnel cakes be priced high or low? Explain...

There is only one lemonade stand at the fair. Will lemonade be priced high? Explain...

School districts are having a hard time finding substitute teachers! Should they increase or decrease the daily wage for subs in schools? Explain...

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BUYING TOO MANY THINGS

Describe the Diderot Effect. What is the Diderot Effect?

What are five strategies to overcome the Diderot Effect?

1	
2	
3	
4	
5	

REFLECTION ON YOUR CONSUMER BEHAVIOR

After reviewing the strategies above, what action can you take to assure that the Diderot Effect is not taking over your consumer behavior?



WHY DO PEOPLE OVERSPEND?

Use the 7 questions to discover 7 reasons people overspend. Complete the table below with your findings.

Reason	How to overcome it...
1	
2	
3	
4	
5	
6	
7	

How can you overcome overspending?

What is one way that you can track your expenses?

Supply And Demand

Inventory Management



INVENTORY MANAGEMENT

Section 1: [CLICK HERE](#) to access the link to learn more about inventory management.

In your own words, what is effective inventory management?

Section 2: **TYPES OF INVENTORY**

List the type of inventory here...	Explain the context of this type of inventory.
1	
2	
3	
4	
5	
6	
7	
8	
9	

Section 3: **TIPS FOR MANAGING YOUR INVENTORY**
 When inventory is managed well, a store can increase profit and increase cash flow management. Use the same resource link above to discover 10 tips of managing inventory.

Inventory Management Tip	What did you learn about implementing this inventory management tip?
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	



Section 4: **INVENTORY ALLOCATION METHODS**

What is inventory allocation?
 When is inventory allocated?

Section 5: **INVENTORY ALLOCATION METHODS**

List and explain the 3 inventory allocation methods...

Inventory Allocation Method	Explain this method of inventory allocation.
1	
2	
3	



Section 6:

When might manual inventory allocation be ideal?
 What type of inventory allocation might be best when a business grows and has a large inventory stock?

Section 7:

What are four inventory allocation rules and best practices?

Inventory Allocation Rule/Best Practice	What did you learn about this rule or best practice from the resource link?
1	
2	
3	
4	

Section 8:

What are factors to consider in inventory allocation?



Section 9: **REFLECTION**

List 5 things that you learned that would help you manage inventory for a school store.

Creating Social Media Posts with Canva

Social Media Posts using Canva

File Edit View Insert Format Slide Arrange Tools Extensions Help

Menus + [Icons] Fit [Icons] Background Layout Theme Transition

1 Student, please read... Copyright alert and information: If you were a social media manager, you WOULD NOT be legally permitted to get images from searching online and use them in a social media post. They are NOT your images to use for commercial use. However, under the umbrella of the "Fair Use Doctrine," you may use images online for educational purposes, (such as this activity file)

2

3

Joana has a dog daycare. She would like you to create an Instagram story post with the information below.

Name of the Business: **Precious Paws**

Promote that they are offering a **20% service** for all new customers!

Images they would like included in the post: **Small dogs and large dogs in a fun environment.**

Include the following call to action: **CLICK HERE to get a coupon!**

Brand colors: **Yellow, Red and brown**

Be sure that you are using the **STORY** template in Canva and not the **POST** template.

When you are done creating the story post, drop your post creation in the cell phone mock up. (this can be done by downloading or taking a screencast, capture, or snip of your artwork)

Click to add speaker notes

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.

