

# Shamrock Shake

## Product Case Study

- 🍀 **Digital activity or Print Out**
- 🍀 **PERFECT for Marketing, Intro to Business, Business Essentials, & Entrepreneurship Class**
- 🍀 **ENGAGING AND FUN!!!**

**NO PREP!**



**EXPLORE**

the history of the Shamrock Shake.

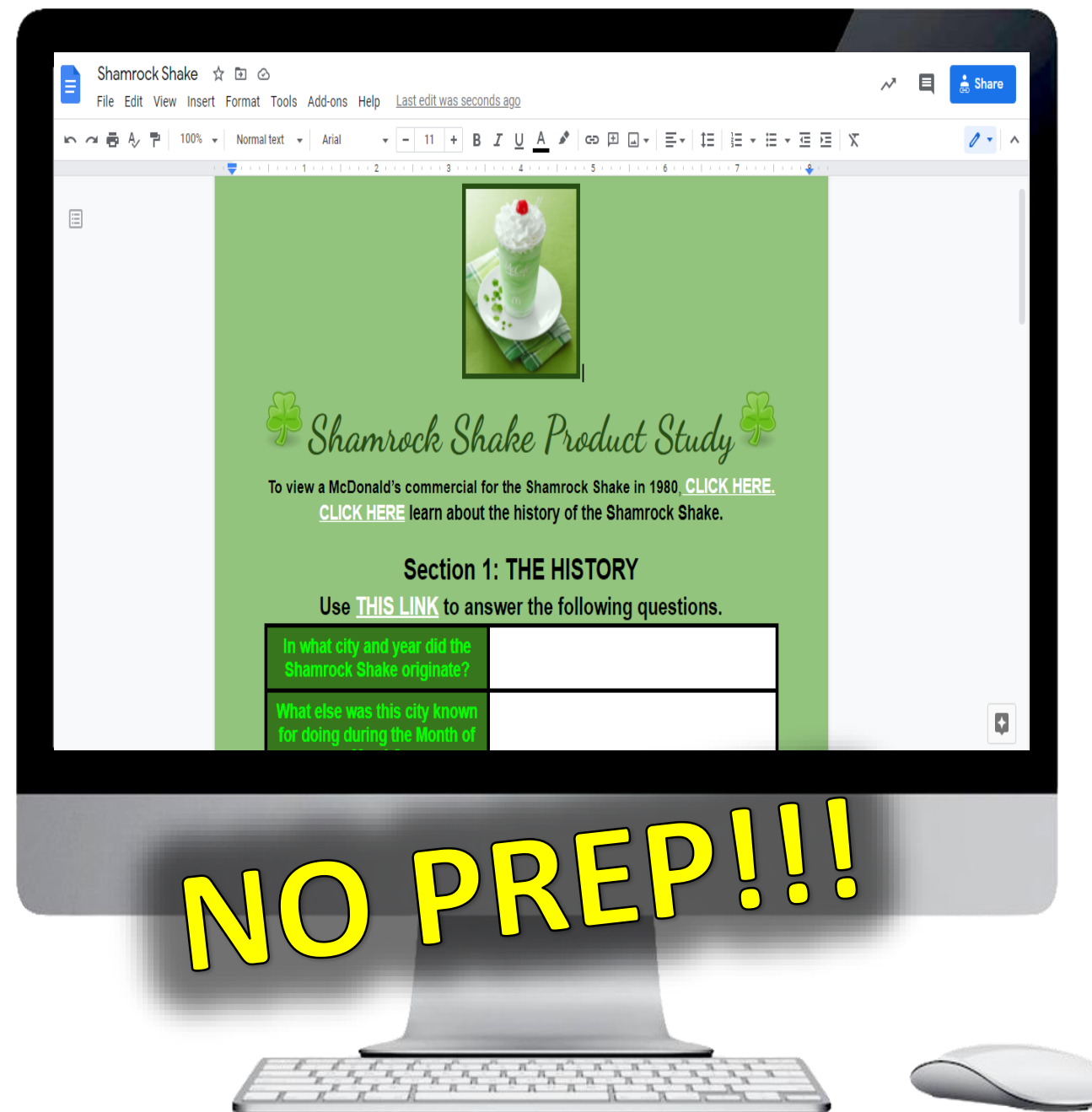
**ANALYZE**

3 lessons learned from the marketing of this popular seasonal product.

**ASSESS**

and use **CRITICAL THINKING SKILLS** to complete a **SWOT ANALYSIS & MARKETING MIX.**

**A FUN & ENGAGING case study on a popular seasonal product.**



# Teacher Testimonials:



Students **enjoyed**. I made Shamrock Shakes after we did this activity.



The Friday before Spring Break, last class of the day. This was a necessity and I'm so glad I had it. An **easy relatable assignment** and good marketing discussions ensued. Thanks a million!



My students were **very into** this lesson. Many of them went and got a Shamrock Shake later that day.



My students **loved** this resource! They were **engaged** the whole time!



**Students loved this!** I will be using it again this year.



**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.

