Marketing Case Studies On 3 Favorite Cookies

Digital Discovery Activities

Marketing Class
Case Studies on
3 Favorite Cookies Famous Amos, Oreo, &
Animal Crackers



Easy to use, fillable Google Docs

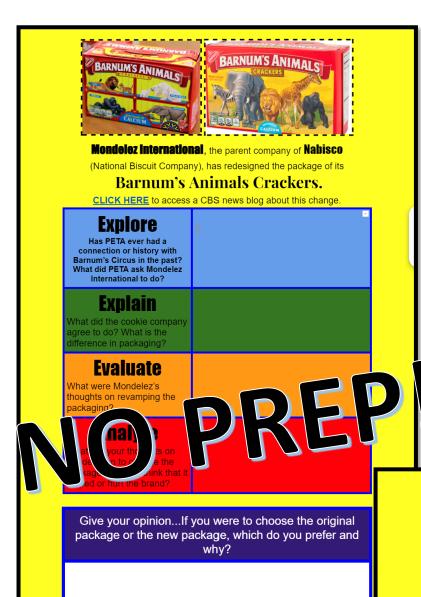








The Way The Cookie Crumbles



Business Ed With Denise Leigh © 2022

WEBQUEST

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The following table lists other labels and brands who changed their packaging. Search the web to find out what you can about the change.

Example: What did they change? Why did they change it? When will the change take place? Who or what prompted the change?

List 3 findings for each product and SHARE WHAT YOU KNOW BELOW:)

LAND O LAKES	1	
	2	
	3	
AUNT JEMIMA	1	
	2	
	3	
UNCLE BEN'S RICE	1	
	2	
	3	
ESKIMO PIE	1	
	2	
	3	
Can you find other products who changed their		

packaging? If so...list them below.

Barnum's Animal Crackers

Engage, Explore, Analyze, Discover! Prompts critical thinking.

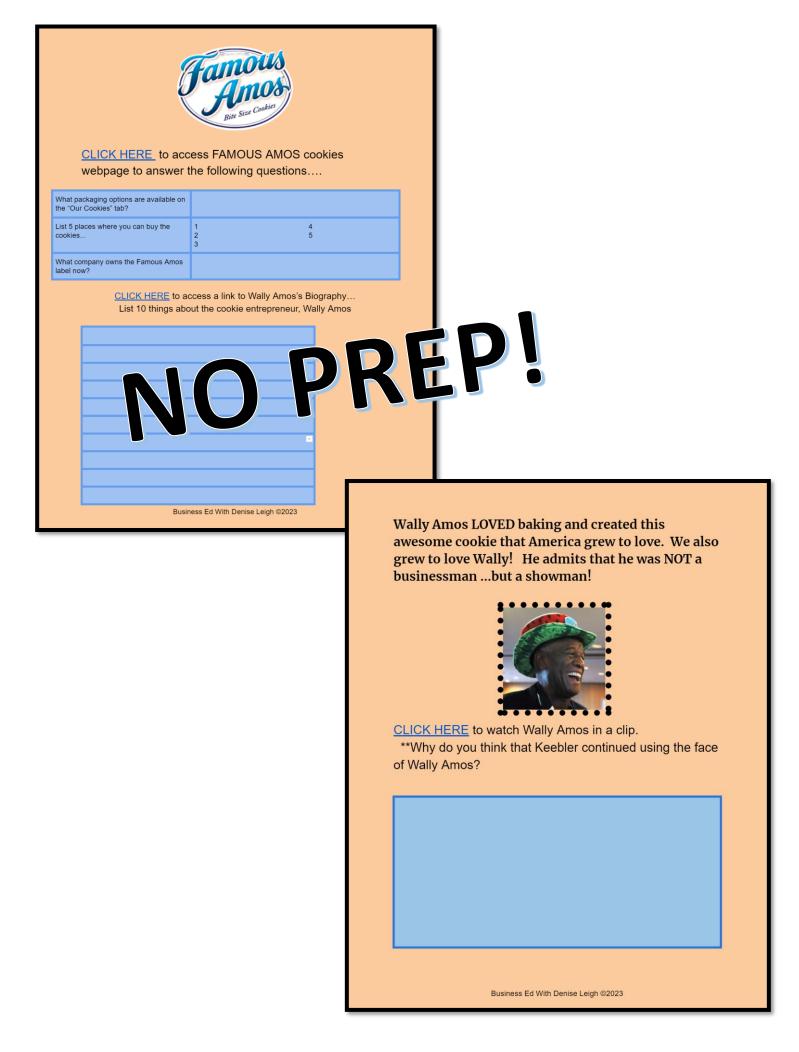
Case Study & WebQuest



OREO

Engage, Explore, Analyze, Discover! Prompts critical thinking.

Case Study & WebQuest



Famous Amos

Engage, Explore, Analyze, Discover! Prompts critical thinking.

Students love this
Case Study

Teacher Testimonials





My students **love** the case study's. **Very engaging**. I like that they have to read the articles to learn more about the cases. **Great resource**.



These were **very interesting** case studies, and my students found them very interesting. However, I broke it up so students did not have to complete all 3 at once. We did a jigsaw and different groups presented their findings.



This was a hit with students. Any time you can combine food and learning, my students are happy. Denise knows how to bring in student engagement all while having students learn the business content!

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)