### Valentine's Day Marketing & Economic Impact Study



A case study of three companies – Tiffany & Co., Hallmark, and Godiva Chocolate that capitalize on Valentine's Day

BUSINESS EDUCATION WITH Penise leigh

# A Google Slide file that easily converts to Microsoft PowerPoint

Includes Teacher's Key

## Engage, Explore, Analyze, Discover! Prompts Critical Thinking.



Students learn of the history of three companies that capitalize on the economic impact of the February 14<sup>th</sup> holiday.

Hallmark
Tiffany and Co.
Godiva Chocolate





how did it change card selling forever? As Hallmark started really building their brand, what slogan was

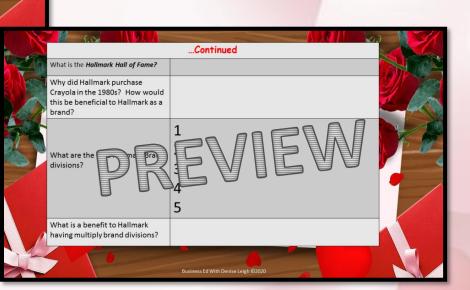


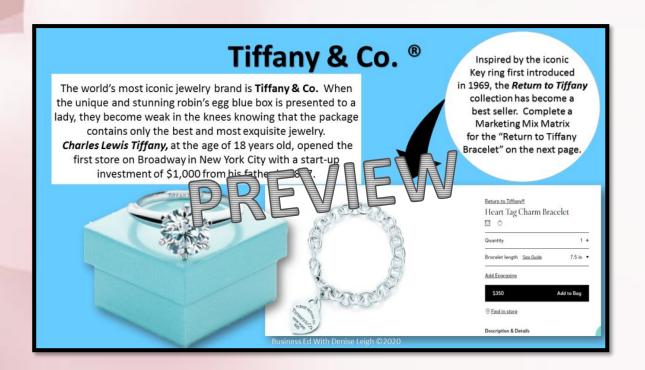
#### Students identify a target market



What's the best way to advertise?

Students learn about brilliant entrepreneurs



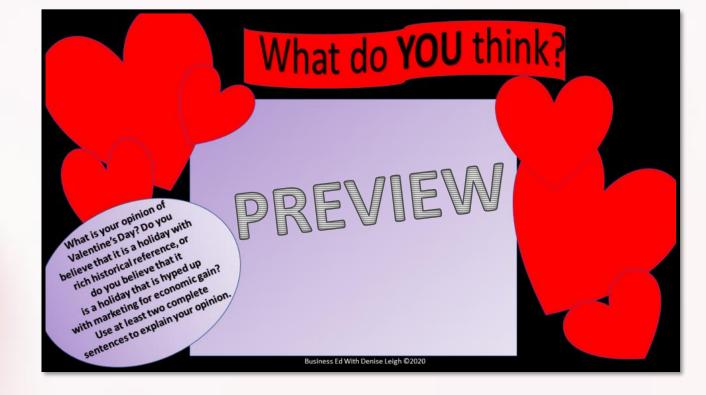




#### Students create a Marketing Mix

#### What's your opinion of Valentine's Day?







#### **Teacher Testimonials**





I thought this was a **great** last minute activity to use for Valentine's Day! It was very interesting, everyone learned something new, and it was easy to implement.



This was a very helpful resource that my students loved! Helped a ton :)



Cute, ready to go lesson on all things Valentine's Day



My students enjoyed this project and it was a nice tie in to the holiday. I plan to use this again as they seem to stay engaged with these activities.



My business students were engaged and interested in this activity

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.

