

What is Markup?

A BUSINESS LESSON

What is Markup?

How Do You Calculate Markup?

What is the industry standard?

**GREAT activity for
Marketing, Intro to Business,
School Store, or Entrepreneurship
class!**



**NO PREP!
SAVE TIME!**

BUSINESS EDUCATION WITH *Denise Leigh*

Perfect for Marketing, Entrepreneurship, Intro to Business, Family and Consumer Science (FACS), or a School Store class

NO PREP!

Students learn:

- What is markup?
- How to calculate markup.
- What is margin, revenue, cost of goods sold (COGS), and gross profit?
- What is the benefit of strategic pricing?
- To calculate the sale price of several items for sale in a school store.
- Markups vary by industry. What is the industry standard for markup?

\$\$\$
What is Markup?
 \$\$\$



Use [THIS LINK](#) to answer the following questions about margin and markup!

What is the main difference between Margin and Markup?	
What might happen if you set the price of an item too low?	
Using the same price list, define the following terms.	
Markup	
Cost of Goods Sold (COGS)	
Gross Profit	

WebQuest

Search the web for 'keystone pricing'.

What is keystone pricing?

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 items...	Markup amount	What is the Sales Price?
Long sleeved T-shirts are \$14.00 each		
Mascot Ball Caps are \$9.00 each		
Mascot cell phone cases are \$12.00 each		

Markup can change by industry. There is often an industry standard. Search the web to find the markup (industry standard) for each of the industries below...

Grocery	
Shoes	
Jewelry	
New Automobiles	
Printing	



Of all of the markup industry standards above, did any of them surprise you? Why?

NO PREP! Great for a Sub Day or Remote Learning!

A Digital Activity that send flawlessly to any LMS

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.

