

Marketing Class

SEASONAL LESSONS









13 Seasonal Marketing Class Digital Activities & Case Studies

A Lesson Library included to organize the digital activities and make them **EASY-TO-FIND!**

Great survival lessons!

NO PREP!

Saves you time!

Marketing through the Seasons...				
FALL Pumpkin Spice Economy and Marketing 7 page case study on pumpkin spice can be separated CLICK HERE	Halloween Candy Business Case Study  Your students will love this file...I know that mine did! (It even sparked a great debate about candy corn!) CLICK HERE	Thankful Wreath Fun activity about brands and products that students love and are grateful to have.  CLICK HERE	Thanksgiving Dinner Marketing! Case study on marketing your Thanksgiving dinner! and Teacher's Key  CLICK HERE	Macy's Thanksgiving Day Parade  CLICK HERE
Holiday Toy Marketing  CLICK HERE	The Easter Egg Study  CLICK HERE	Marketing Writing Prompts This lesson covers target market, market segmentation, market niche, and SWOT analysis.  CLICK HERE	Board Game Marketing This lesson covers target market, market segmentation, market niche, and SWOT analysis.  CLICK HERE	Marketing Writing Prompts GREAT for a sub day! CLICK HERE for your copy Can send one at a time by copying on slide and pasting it in a new presentation.

Lesson Library for the Teacher!

13 SEASONAL MARKETING LESSONS

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<p>Holiday Toy Marketing</p> <p>CLICK HERE</p> 	<p>The Business of Holiday Markets</p> <p>CLICK HERE</p> 	<p>Valentine's Day cash in on the day! Marketing Case Study on Valentine's Day and companies who greatly</p> <p>CLICK HERE For your copy</p> 	<p>Shamrock Shake Marketing Case Study</p> <p>CLICK HERE</p> 	<p>Easter Egg Marketing Study</p> <p>Engaging case study on Eggland's Best Eggs 30 min to 45 min to complete</p> <p>CLICK HERE</p> 
<p>Easter Spending</p> <p>Students discover how much of an economic impact the Easter holiday has on the economy.</p> <p>CLICK HERE</p> 	<p>Boardwalk Marketing</p> <p>This lesson covers target market, market segmentation, market niche, and SWOT analysis.</p> <p>CLICK HERE</p> 	<p>Marketing Writing Prompts</p> <p>GREAT for a sub day! CLICK HERE for your copy Can send one at a time by copying on slide and pasting it in a new presentation.</p> 		



FALL



HALLOWEEN



THANKSGIVING



CHRISTMAS



VALENTINE'S DAY



ST. PATRICK'S DAY



EASTER



SPRING/SUMMER

Great Lessons to **ENGAGE** students before a holiday or break

PUMPKIN SPICE Marketing & Economic Case Study

- History of Pumpkin Spice
- Seasonal Sales/Marketing
- Bandwagon Effect
- Product Development
- Google Slides **or** Convert to PowerPoint

NO PREP!
FUN and DIFFERENT!
ENGAGING!

BUSINESS EDUCATION WITH Denise Leigh



Halloween Candy Business Case Study

A cross-curricular activity for Marketing, Economics, Intro to Business, and/or Entrepreneurship classes

A Google Slide file **OR** easily convert to Microsoft PowerPoint

A great break from the everyday routine!

ENGAGING & FUN!

BUSINESS EDUCATION WITH Denise Leigh



THANKSGIVING Gratitude Wreath

A Great, Engaging Survival Lesson Before Thanksgiving Break!

Social & Emotional Learning

Great For Early Finishers!

Student Examples Included

NO PREP!

BUSINESS EDUCATION WITH Denise Leigh



Holiday Dinner Marketing & Economics Case Study

Economics of Seasonal Food

Economic Impact

Marketing Tactics and Strategies


Re-Purpose Marketing

History of Time-Honored Food Giants

Fun Food Facts

NO PREP!

BUSINESS EDUCATION WITH Denise Leigh



Macy's Thanksgiving Day Parade Business & Marketing Case Study

A GREAT Educational and Fun Holiday Lesson

What is Guerilla Marketing?

The Marketing Effect of the Parade & the Power of Promotion

Promotional Websites

The Importance of a Company's Image

NO PREP!

BUSINESS EDUCATION WITH Denise Leigh



The Business of Holiday Markets

A Business & Entrepreneurship Lesson

A GREAT Educational and Fun Holiday Lesson

What are the costs and economics of a Holiday Pop-Up Market?


What is a POS system?

What is a SKU?

Students create their very own Holiday Pop-Up!

INCLUDES A LESSON & PROJECT

BUSINESS EDUCATION WITH Denise Leigh



Toy Business Activities and Bulletin Board

Students Learn New Concepts & Build on Prior Knowledge

Case Study on Large Toy Companies

Marketing Mix

Demographics

Inventors

WebQuest

Holding/Parent Company Study

Stock Market Research

Includes a Student-Created Bulletin Board Design!

BUSINESS EDUCATION WITH Denise Leigh



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 Denise Leigh




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!

BUSINESS EDUCATION WITH Denise Leigh




Easter Egg Marketing Study

EGG-LAND'S BEST CASE STUDY

- A GREAT DISCOVERY LESSON on a popular brand
- A GREAT activity to do before SPRING BREAK!
- This is a DIGITAL ACTIVITY (It can also be printed)
- PERFECT FOR A SUB DAY!

NO PREP!

BUSINESS EDUCATION WITH Denise Leigh



EASTER ECONOMIC IMPACT

A Marketing and Economics Discovery Activity

- Students learn the Economic Impacts of the Easter season
- A GREAT activity to do before SPRING BREAK!
- This is a DIGITAL ACTIVITY (It can also be printed)
- Perfect for a Sub Day

NO PREP! SAVES YOU TIME!

BUSINESS EDUCATION WITH Denise Leigh



Boardwalk Business Marketing

A Business & Entrepreneurship Lesson

Who is the target market of various boardwalk businesses?


What is a niche market?

Students do SWOT analysis on a boardwalk business.

The direction slides are editable to allow for teacher autonomy.

NO PREP!

BUSINESS EDUCATION WITH Denise Leigh



Marketing Writing Prompts

Google Slides or Microsoft PowerPoint

8 NO PREP Writing Prompts

Great for a Sub Day or Remote Learning Day

Great Exit Tickets or Bill Ringers

Great for Marketing, Intro to Business, Entrepreneurship, or Business Essentials Class

NO PREP! SAVES YOU TIME!

BUSINESS EDUCATION WITH Denise Leigh



13 ENGAGING, SEASONAL NO PREP LESSONS GREAT BEFORE A BREAK OR HOLIDAY GREAT FOR SUB DAYS!

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.

