

MARCH MADNESS

MARKETING INFLUENCER TOURNAMENT



- 🏀 Influencers
- 🏀 Endorsements
- 🏀 Brand Deals

- 🏀 Brands
- 🏀 Logos
- 🏀 Market Impact

A Fun Classroom Competition

Sports vs. Entertainment Influencers!



Sports Influencers

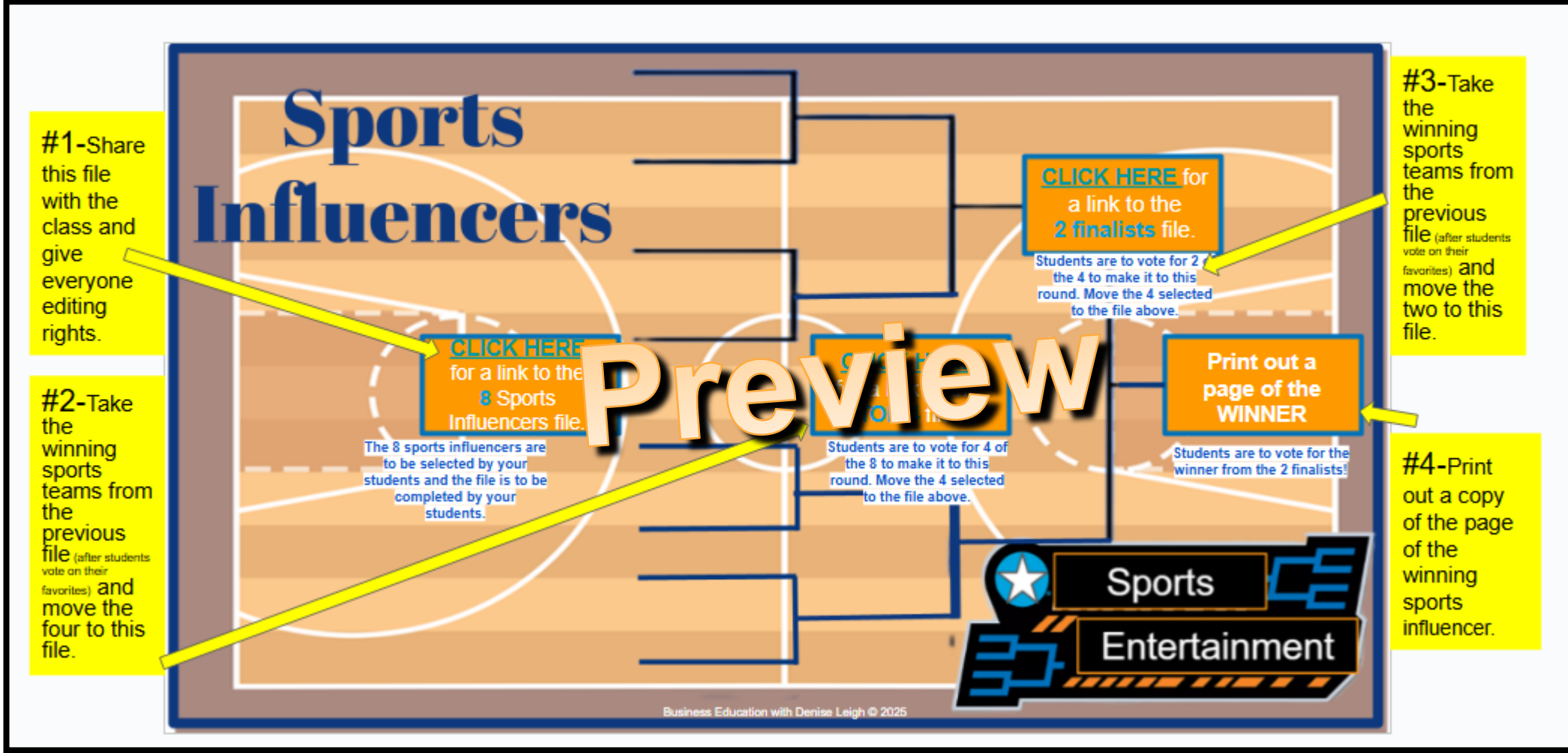
vs.

Entertainment Influencers

Great Marketing Lessons on:

-  Influencers
-  Endorsements
-  Brand Deals

-  Brands
-  Logos
-  Market Impact



Sports Influencers

Teacher Tips:

Have a conversation with students about sports & entertainment influencers. As a class, decide what 8 influencers will earn a spot on your bracket for each sports and entertainment. Students can partner-up or work individually to create each of the influencers profiles. I had 18 students in my class and we had 8 entertainment influencers and 8 sports influencers, so there were 2 two who did not have an influencer profile to complete. So I partnered them with a classmate.

There are 2 per page of the influencer profile pages (marked #1 on the graphics on slides 1 and 2 of this file). You will want to share the influencer profile file with your class and give them all editing privileges of the file.

Once the influencers are created, students will be able to move them to the next round by popular vote. They will be able to take a screenshot of the bracket and copy it to the next round of the bracket.

To allow this activity to last a period of time during the "Marketing Madness Month", we voted on one or two each day at the end of the class period. Students looked forward to this little competition at the end of class each day.

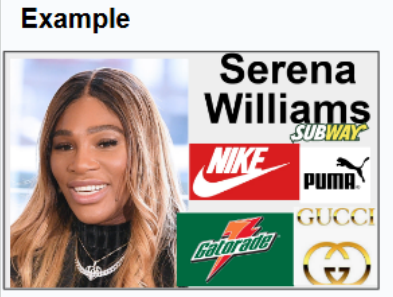
I had my SEM class last year in the fall semester, so we did our "Marketing Madness Month" during the month of October.

This activity introduces influencers, endorsements, brand deals, logos, and influencer marketing impact on consumers.

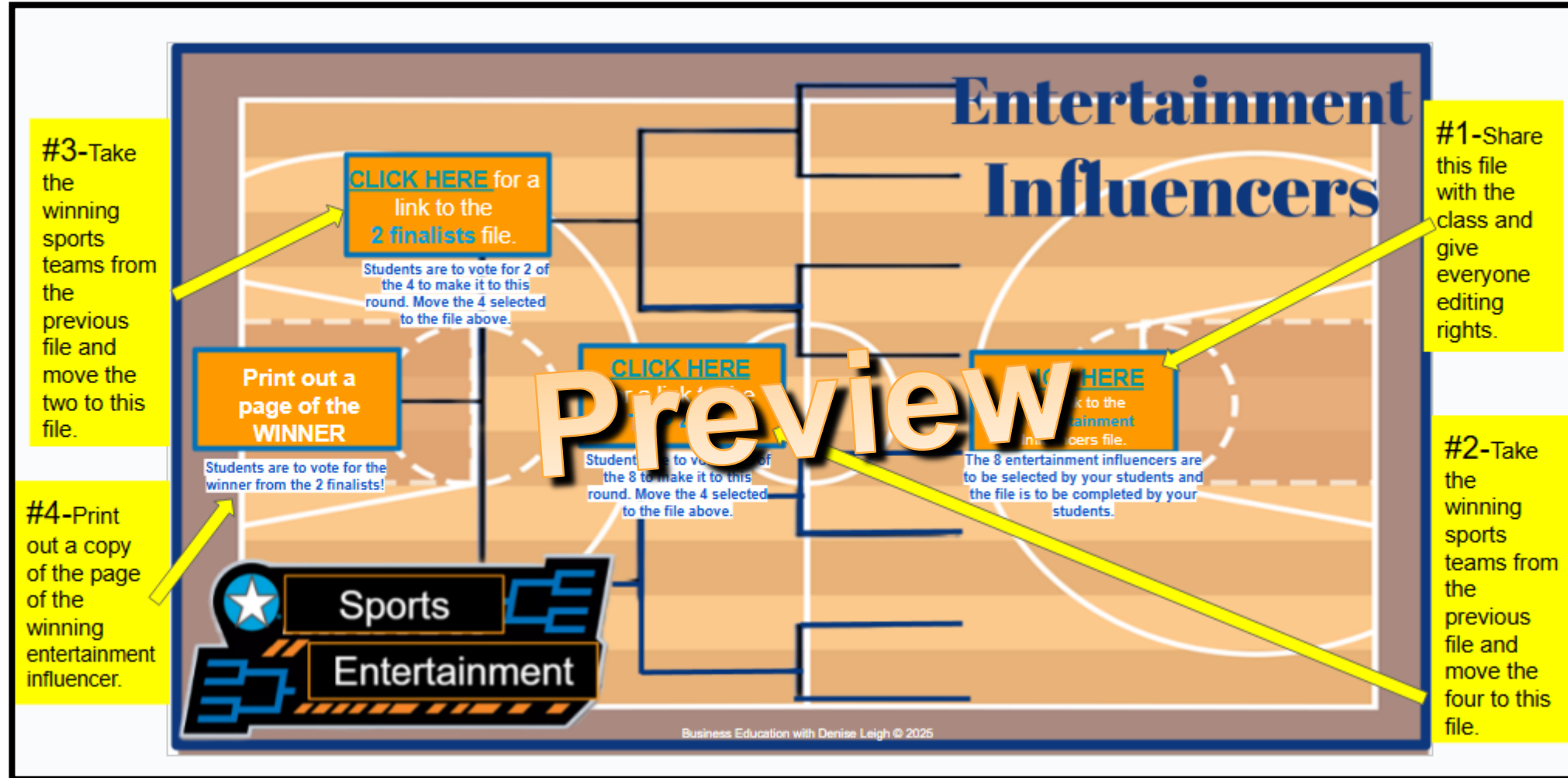
Preview

Insert a the following information about the sports influencer in the rectangle:

- A photo of them
- Their name
- Brands that they endorsed. Tip: To find brands that they endorsed, do a simple Google Search-Ex: "Brands that Serena Williams endorsed".



Student File
Preview



Entertainment Influencers

Teacher Tips:

Have a conversation with students about sports & entertainment influencers. As a class, decide what 8 influencers will earn a spot on your bracket for each sports and entertainment. Students can partner-up or work individually to create each of the influencers profiles. I had 18 students in my class and we had 8 entertainment influencers and 8 sports influencers, so there were 2 two who did not have an influencer profile to complete. So I partnered them with a classmate.

There are 2 per page of the influencer profile pages (marked #1 on the graphics on slides 1 and 2 of this file). You will share the influencer profile file with the class and give them all editing privileges of the file. Once the influencers are chosen, you will have them move the 4 to the next round by popularity. Simply make the winning influencer profile, taking a snip or screenshot and copying it to the next round on the bracket.

To allow this activity to last a period of time during the "Marketing Madness Month", we voted on one or two each day at the end of the class period. Students looked forward to this little competition at the end of class each day.

I had my SEM class last year in the fall semester, so we did our "Marketing Madness Month" during the month of October.

This activity introduces influencers, endorsements, brand deals, logos, and influencer marketing impact on consumers.

Insert a the following information about the entertainment influencer in the rectangle:

- A photo of them
- Their name
- Brands that they endorsed. Tip: To find brands that they endorsed, do a simple Google Search-Ex: "Brands that Selena Gomez endorsed".

Example

Student File

Preview

Everything You Need Is Included!

- 🏀 Brackets
- 🏀 Student Files
- 🏀 Easy-to-Follow Instructions
- 🏀 Student Examples
- 🏀 Bulletin Board Clipart
- 🏀 Example of Finished Bulletin Board

✅ Can be completed digitally.

✅ Does not need to be printed out.

If printed out, all of the clipart needed for the bulletin board is included.

✅ If you want to do this project in the Fall (and *not* in March), simply call this project activity...

“The Month of Marketing Madness!”

Teacher Tips:

Have a conversation with students about sports & entertainment influencers. As a class, decide what 8 influencers will earn a spot on your bracket for each sports and entertainment. Students can partner-up or work individually to create each of the influencers profiles. I had 18 students in my class and we had 8 entertainment influencers and 8 sports influencers, so there were 2 two who did not have an influencer profile to complete. So I partnered them up to complete. There are 2 example influencer profiles on the graph (slide 1 and 2 of this file). You will want to give your students all editing privileges of the document. Once the influencer profiles are complete, students will vote on what influencers make it to the next round by popularity. Simply move the winning influencer to the next round and take a screenshot and copying it to the next round. To allow this activity to last the month, we voted on one or two each day at the end of class. Students looked forward to this little competition at the end of class each day.

I had my SEM class last year in the fall semester, so we did our “Marketing Madness Month” during the month of October.

This activity introduces influencers, endorsements, brand deals, logos, and influencer marketing impact on consumers.

This is a Collaborative Google Slides File. Student-Created Bulletin Board!

Student
Examples
Included



I included
teacher
instructions,
in case you have
never done this!

**IT. IS.
MAGIC!**

Each student in the class creates
ONE of the 'INFLUENCER PROFILES'.



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.

