Marketing Concepts Digital Discovery Activity

An Introduction to 10 Basic Marketing Concepts

Students discover the steps in a Marketing Plan

A Great First Week Lesson



NO PREP!
SAVES YOU TIME!

BUSINESS EDUCATION WITH Perise leigh

An Introductory Marketing Lesson

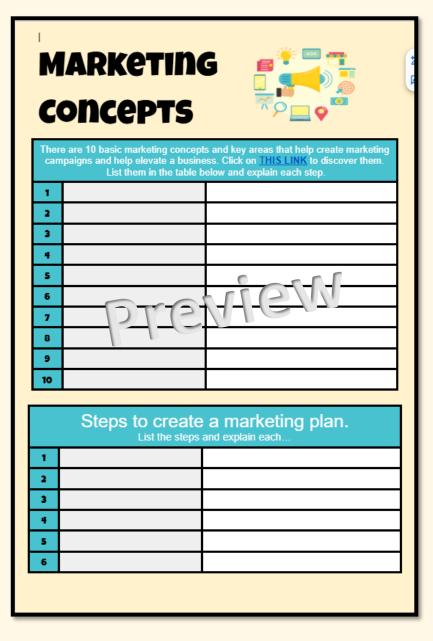
Lesson Objectives:

- The 10 Basic Marketing Concepts.
- Steps to create a Marketing Plan.

Teaching Duration:

40 minutes + Class Discussions

What Classes?:



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.



