

# 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 *Denise 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?:

- ✔ Any Marketing, Sports & Entertainment Marketing (SEM), Entrepreneurship, & Intro to Business class

**MARKETING CONCEPTS** 

There are 10 basic marketing concepts and key areas that help create marketing campaigns and help elevate a business. Click on [THIS LINK](#) to discover them. List them in the table below and explain each step.

1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

Steps to create a marketing plan.  
List the steps and explain each...

1		
2		
3		
4		
5		
6		

**A Great First Week 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.

