Social Media Influencer

Sports & Entertainment Marketing

A SEM Project - Students Act as Social Media Influencers!

A Critical Thinking Activity

Google Slides that easily converts to Microsoft PowerPoint

NO PREP!
SAVES YOU TIME!

BUSINESS EDUCATION WITH *Denise Leigh*

Use an Assessment or Review

- Student act as a Social Media Influencer for a product that they **USE…LOVE…AND HIGHLY RECOMMEND!**

- Students identify the following:
  - ✓ Target Market
  - ✓ The Marketing Mix
  - ✓ Unique Selling Position (USP)
  - ✓ The 10-Second Pitch
  - ✓ Select Social Media Platforms to promote

- Students listen to 5 of their classmate's pitches and then list 2 UPSs about each pitched product.

Student Examples & Grading Rubric Included

Teaching Duration: 50 minutes + Class Discussion

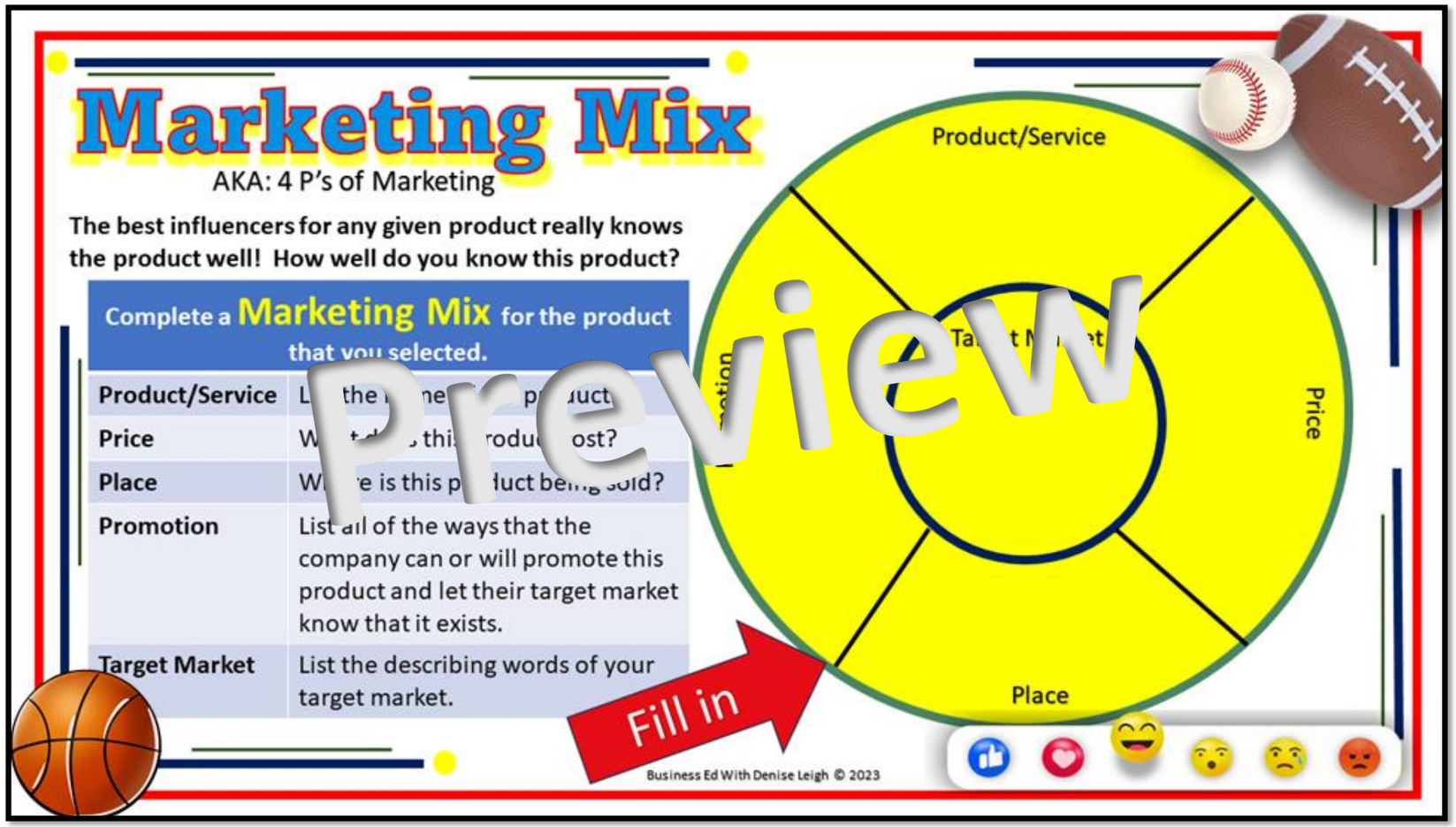
An Example Slide

Students identify the Target Market

A Highly Engaging Marketing Activity

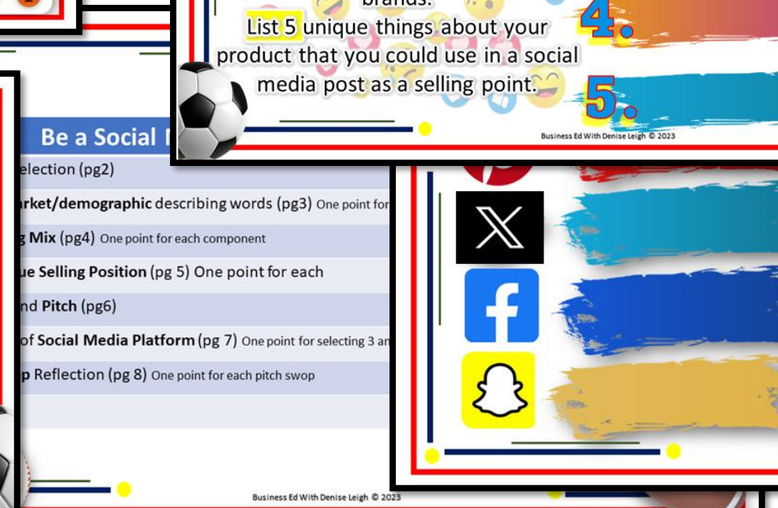
An Example Slide

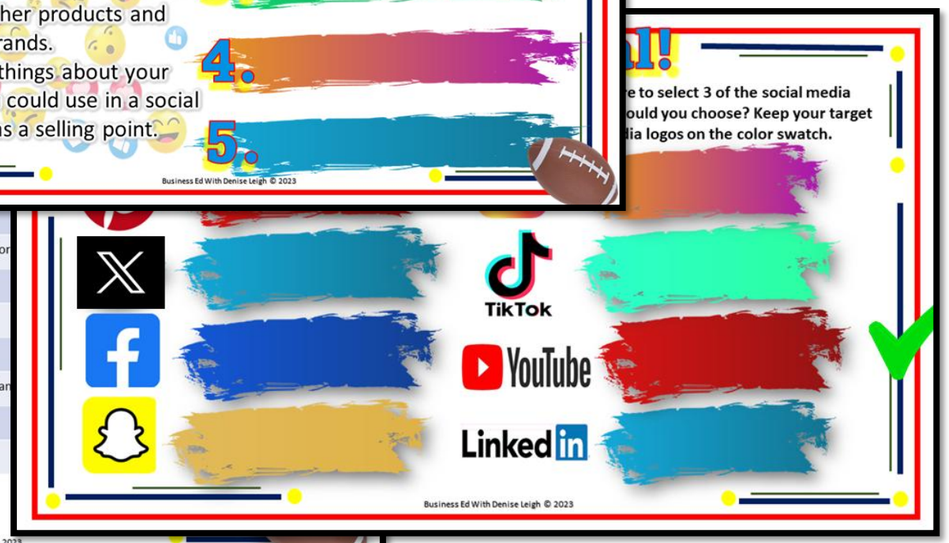
Students complete The Marketing Mix



A Highly Engaging Marketing Activity

Fun & Engaging! – 9 Slides





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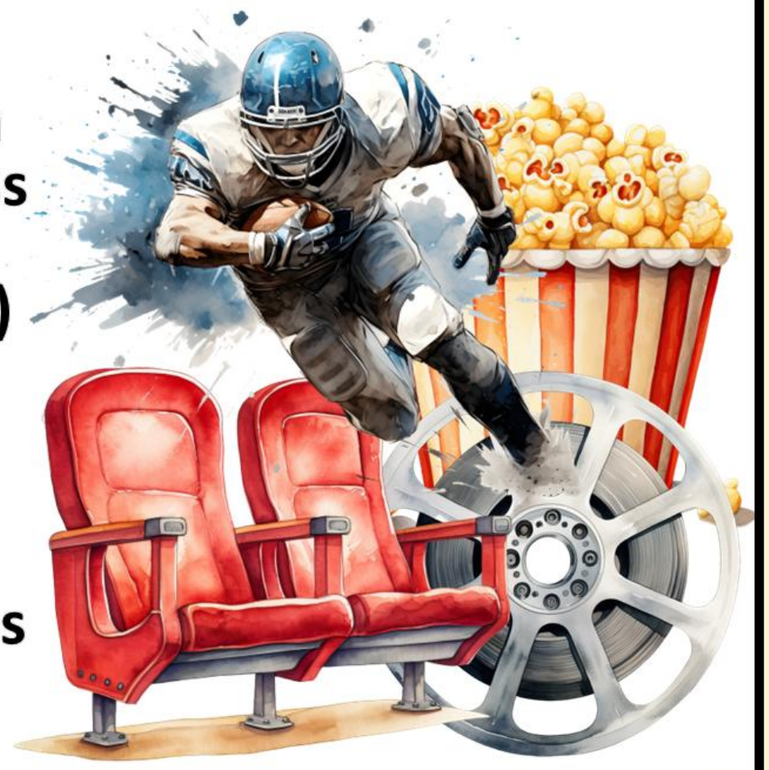
A Lesson from the 4th SEM Unit – The Marketing Mix

Sports & Entertainment Marketing

FULL SEMESTER COURSE

A FULL Semester Course aligned with the National Business Education Association's (NBEA) Standards

Includes a Lesson Library to make the activities Easy-to-Find



NO PREP!

BUSINESS EDUCATION WITH Denise Leigh

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.