

Marketing

FULL SEMESTER COURSE

**A 'PLUG AND PLAY'
Marketing Course
aligned with the
National Business
Education
Association's (NBEA)
Standards**

**Includes a
Lesson Library
to keep the Teacher
Organized**

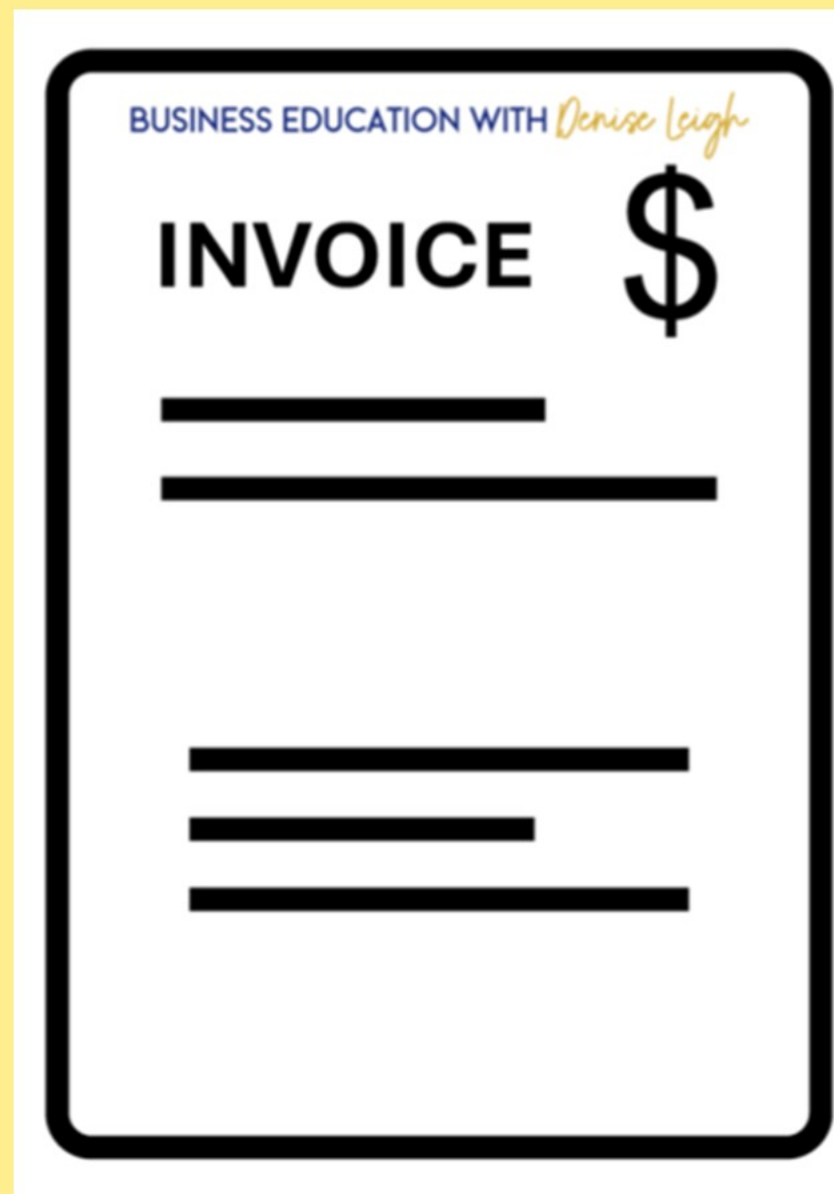


NO PREP!

BUSINESS EDUCATION WITH *Denise Leigh*

I accept School District Purchase Orders

Go to www.business-ed.com/purchase-orders to learn how



WHY IS THIS 'MARKETING COURSE' SO GREAT?

- ✔ Designed by an educator with **30 years** experience.
- ✔ **NO PREP, PLUG AND PLAY** lessons, activities, case studies, gallery walks, & projects that are **ENGAGING & FUN**.
- ✔ **Aligned** to the National Business Education Association (NBEA) standards.
- ✔ Use these **versatile** marketing lessons, activities, case studies, gallery walks, & projects in your multiple business education preps!



WHAT DO YOU GET?

- ✓ Lesson Library that keeps the instructor organized
- ✓ 50+ Lessons & Activities for Students
- ✓ Teacher's Keys & Student Examples
- ✓ Pacing Guides
- ✓ Grading Rubrics (where appropriate)
- ✓ Instructional Strategies and Teaching Tips

Includes everything the teacher needs for success including many teacher notes, tips, and suggestions!

Includes a **LESSON LIBRARY** to keep you organized

Student Copies

**Teacher's Keys/
Student Examples**

Expected Time / Pacing

Learning Objectives

Recommended Instructional Strategies

Unit	Lesson	Objectives/Content Covered	Pacing	Instructional Strategies
'Get to Know Me' Activities	Instagram –(Get to Know Me) favorite brands Student Example	Create an Instagram Post with favorite brands	30 min	This needs to be done digitally. Students will need access to the Internet in order to copy and paste images of brands, logos, and products that they want to fill their Instagram grid with.
	I Want to Know Your Business	This is to 'get to know you' activity. Students complete prompts about business preferences and brand loyalty, etc.	30 min	Recommended that this is printed out. There are 3 options for students to complete. Prints pages 5-7 only. Allow students to pick one.
	What is Marketing?	Very basic introductory activity.	25 min	Best completed digitally.
& Marketing Functions	Marketing Concepts – Student Example	Students are introduced to 10 marketing concepts as well as the steps to a marketing plan.	30 min	Use a student-led instruction strategy with this activity. Divide the class and assign one of the numbers (of the ten) to each student or pair. Give them 5 min to complete the number that they were assigned and have students take turns reporting their findings. ALL students are to have a completed activity when done.
	Student Copy of Marketing Mix Intro Teacher Notes to project on your screen and discuss with students	Introduction to the 4 marketing mix and the marketing mix and how it relates to the success of a business.	30 min	This can be completed digitally or printed and completed as a guided notes activity for the first day and page 6 is a formative assessment.
	4 P's of Marketing for a copy of the Student's Fillable Copy Teacher's Key	For Marketing analysis is conducted on 4 different movie theaters. This is an exercise of critical thinking and application of concepts learned.	45 min	Read slides 1 & 2 to the students as an intro. Read slide 5 to them and give them about 10 minutes to complete slide 6 and ask for volunteers to share their responses. Discuss. Repeat the same process for slides 7&8. Have them complete slide 9 on their own. Have them share responses to slide 9.
		Introduction of the 7 functions of marketing and how success of a business.	45 min	There are 4 pages to this activity. I guide the students on each page by getting them started, allow them to complete information independently, and then go over their responses and discuss and learn together.
	Career Connections-	Marketing, Sales, & Service Career Cluster –45 min		
	What is Demographics? Student Example	Introduction to demographics and application.	45 min	Read slides 1 & 2 to the students as an intro. Go over page 5 with the students for understanding. Have students complete pages 3 and 4 on their own. They may want to share some resonances.
Demographics, Target Market, & Consumer Behavior	Demographics Analysis	Analyze various businesses for demographic descriptors. Critical thinking and critical analysis activity.	45 min	Read the instructions of each page with the students one at a time, give them a few minutes to complete each page. Ask for volunteers to share a response of their choice after each page. Can be printed out or done digitally.
	Boardwalk Businesses	Introduction to target markets and marketing segmentation.	45 min	Go over the first 43 slides with the students. Give them 20 minutes to complete 5 target market analysis. Have students volunteer to share one of their business analysis. Go over slide 19 with all students, and then have all students complete slides 20- 22.
	Why People Buy What They Buy – Teacher's Key	This is an introduction to 14 reasons why people buy what they buy. Students discover these reasons and	50 min	Investigate and discuss the reasons with students and then give them about 15 minutes to complete the first table. Ask for volunteers to share and share their responses. Students complete the two sections on their own. Discuss and share responses.
		learned about consumer spending habits.		
	Hilton Brands case Study			
	Fast Food Target Markets	Analysis of popular fast food restaurants and their customer base.	20 min	This can be used as a formative assessment and students can do it on their own. It can be printed out if you wish.
	Career Connections-	Event Marketing Careers – Student Example 40 min		
				Print, at least 4 sets of these...keep year after year.

All files are in Google format or **EASILY** converts to Microsoft

Includes 8 Marketing Units

- ✓ **'Get to Know Me' Activities**
- ✓ **Intro to Marketing / Marketing Functions**
- ✓ **Demographics / Target Markets / Consumer Behavior**
- ✓ **Branding**
- ✓ **SWOT & PEST Analysis**
- ✓ **Social Media Marketing**
- ✓ **Marketing Case Studies & Projects**
- ✓ **Seasonal Marketing Activities**



NO PREP - PLUG & PLAY

Teacher Testimonials



I was looking for a comprehensive marketing unit to use in my Intro to business class. **This bundle is the answer to my prayers!**



Saved me weeks of work! This purchase completely took the pressure off of (sic) taking on this new class. When I had questions, Denise messaged me personally to help me be successful. **Look no further, this is a great resource!**



Excellent resource for Marketing. The content is **well-structured, engaging, and relevant** to today's fast-changing business world. Lessons are practical and easy to follow, providing clear connections between marketing concepts and real-world applications. My students especially appreciated the hands-on projects, case studies, and interactive activities that kept them actively involved in the learning process.



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.

