

Marketing

PRINTABLE INTERACTIVE NOTEBOOK

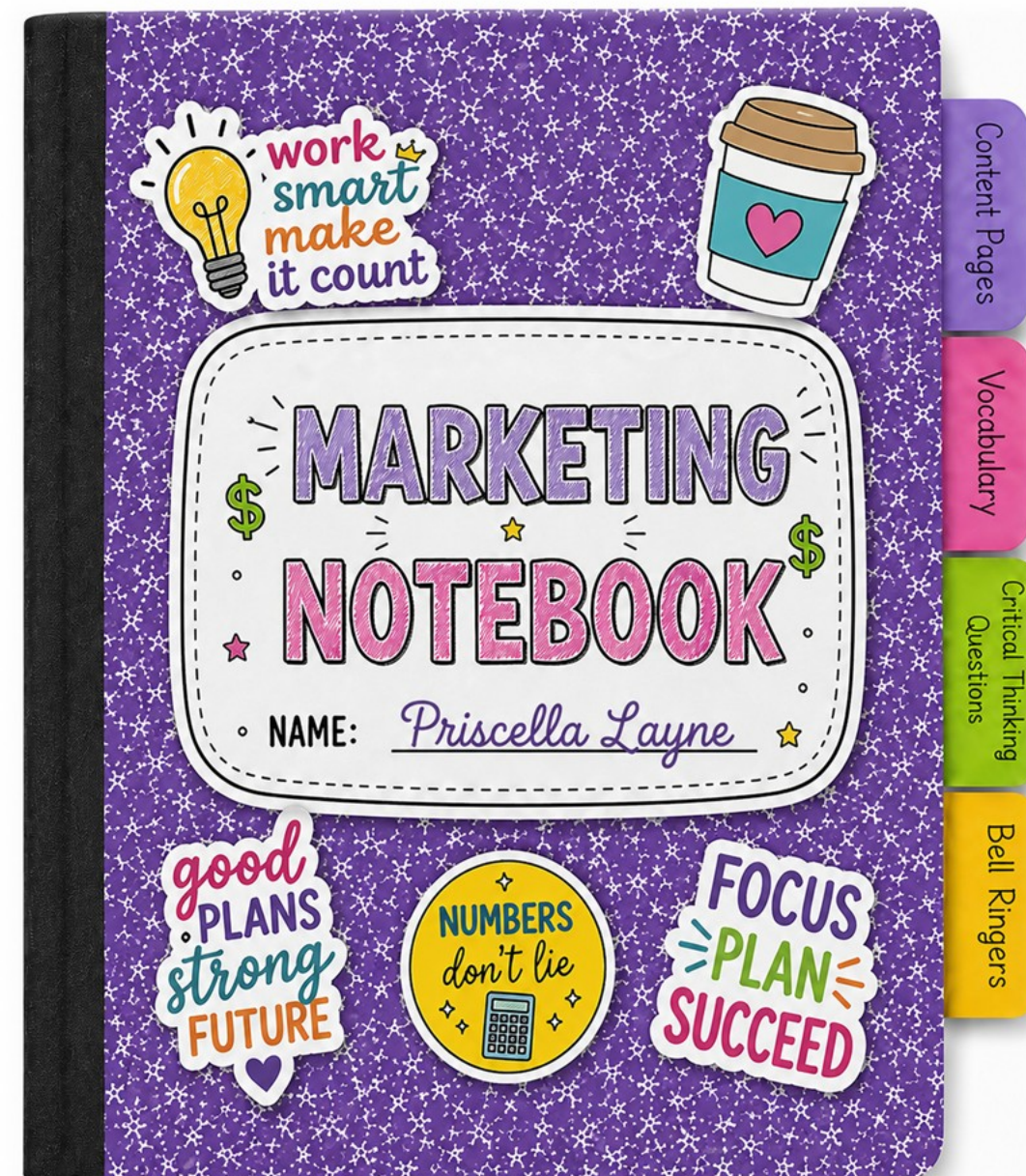
FUN Note-Taking!

**Great for
Device-Free Days!**

**Middle School /
High School**

**NO PREP!
SAVES YOU TIME!**

BUSINESS EDUCATION WITH *Denise Leigh*

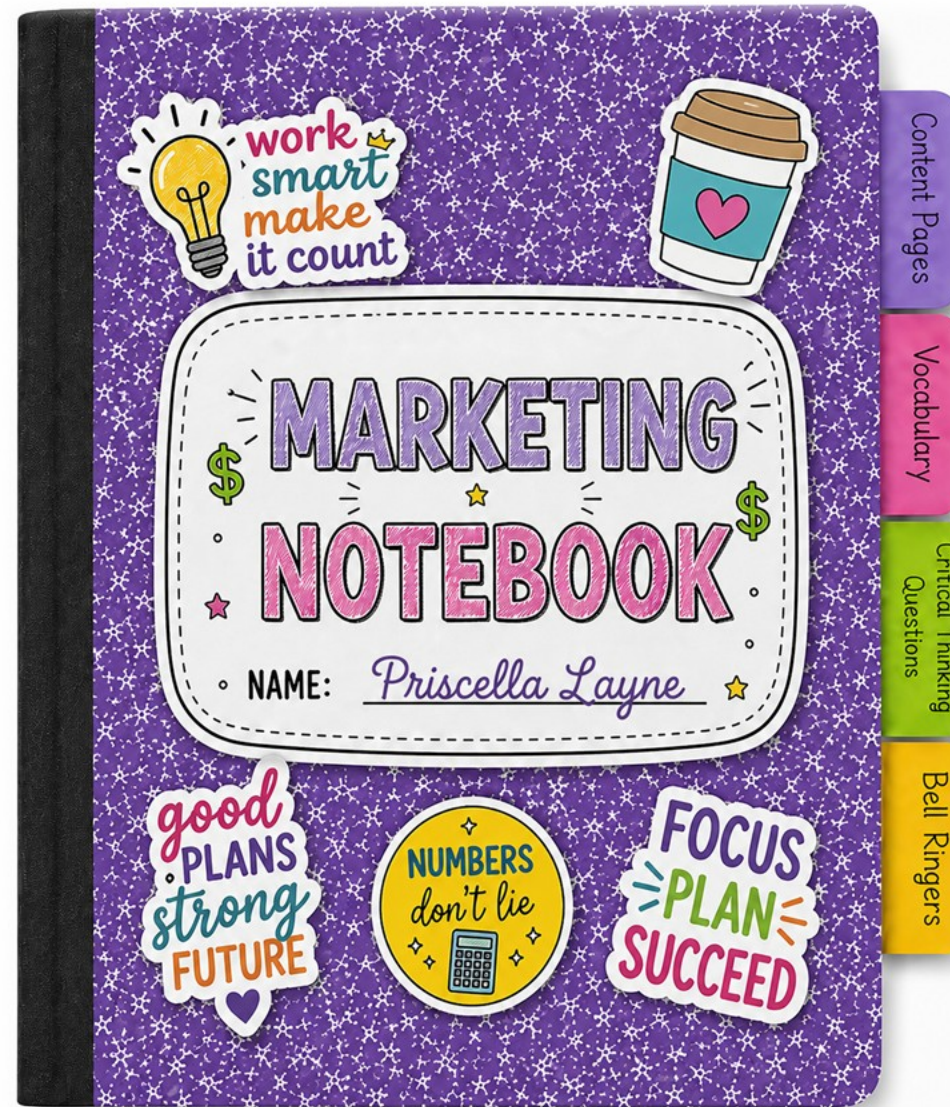


Includes a 53-Page Printable Notebook

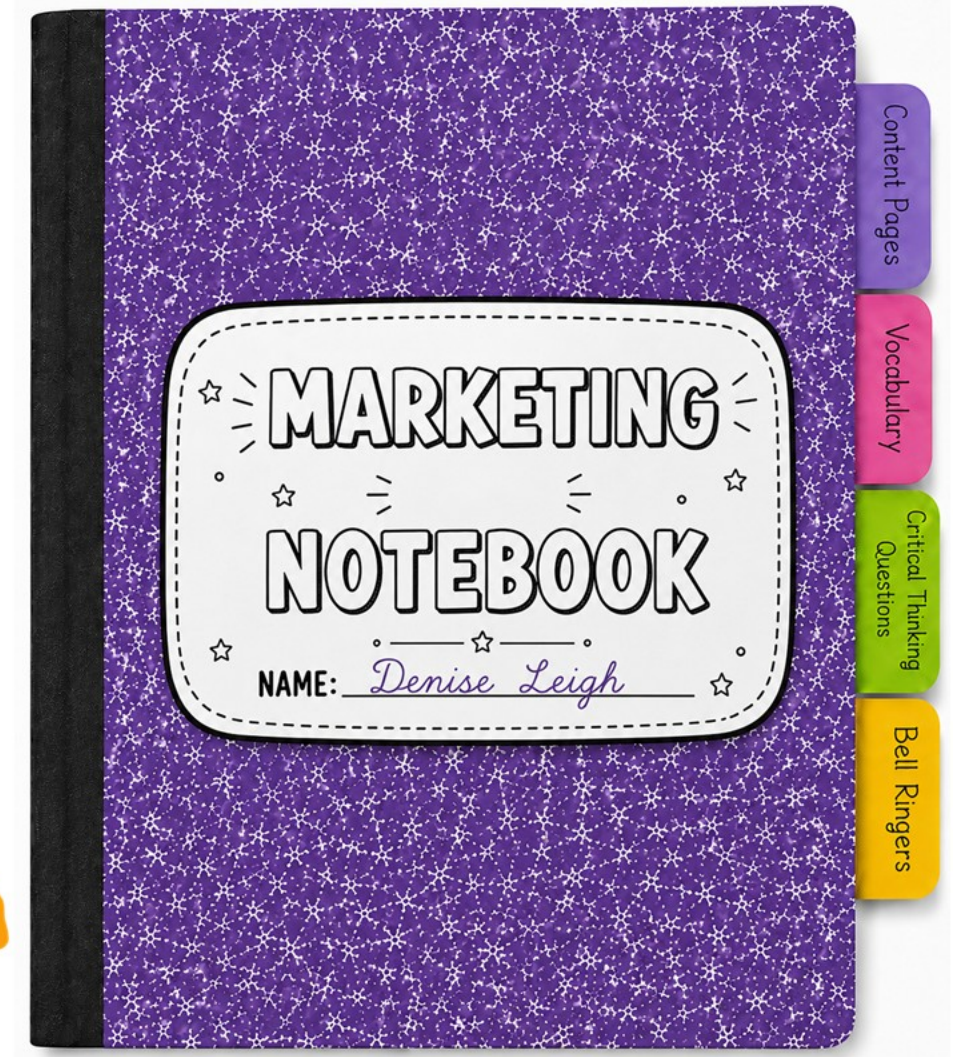
GREAT FOR:

- ✓ Independent work
- ✓ Bell ringers
- ✓ Exit tickets
- ✓ Homework
- ✓ Formative assessments
- ✓ Tech-Free Learning Activities

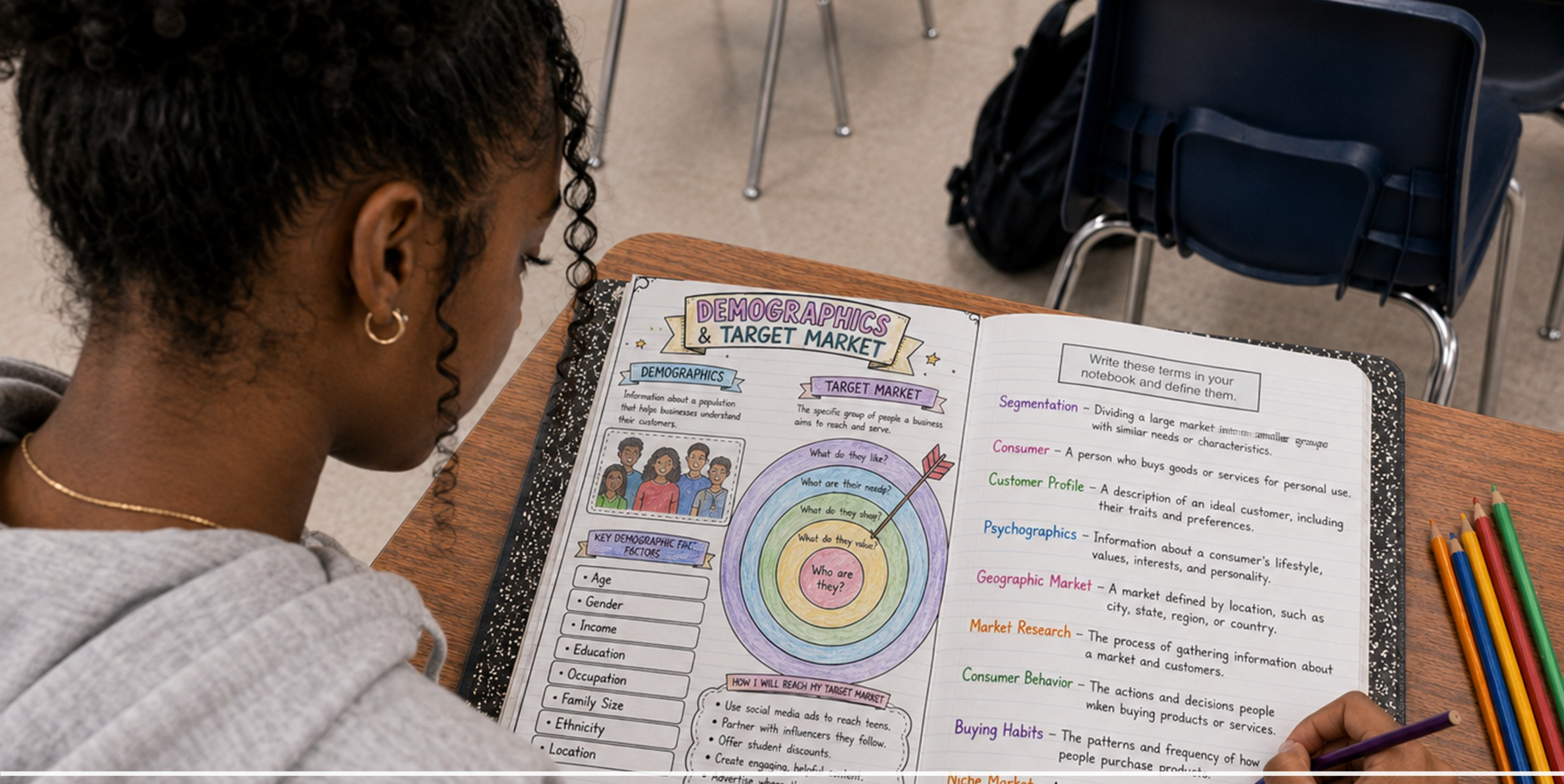
COMPOSITION NOTEBOOK NOT INCLUDED



Student Version



**Teacher Version w/
Answer Keys Included**



SCIENTIFIC FACT: The more ways students interact with content, the stronger their understanding and retention.

Includes Teacher Instructions & Grading Suggestions

Teacher Instructions

This interactive notebook is designed to help students organize course content while building understanding through writing and reflection.

Each lesson follows the same format:

1. **Content Page** – Students begin by adding the content page to their interactive notebook. I recommend projecting the **Teacher Version** so students can copy the completed notes onto their page. This keeps everyone on the same page and provides access to the notes throughout the course.
2. **Vocabulary** – After the content page has been turned in, students have 5 minutes to record the vocabulary terms. On the opposite notebook page, students should write each term and complete the definition or explanation.
- Critical Thinking Questions** – Each lesson includes 5 critical thinking questions that encourage students to apply what they have learned. These questions work well as independent practice, partner discussion starters, exit tickets, or homework. They are also an excellent option for days when you want to provide a meaningful, technology-free learning activity.

*The teacher's file deliberately does not include answer keys to the critical thinking questions as answers will vary and responses are subjective.

*The bell ringers/exit tickets will be best delivered if written on the board each day and answered by students directly in the notebook on plain notebook paper.

By following this consistent structure throughout the course, students will create a notebook that serves as both a **study guide** and a valuable reference for future lessons and assessments.

Grading Suggestions

I recommend grading your students' interactive notebooks throughout the course. This encourages students to stay caught up, take pride in their work, and put effort into each lesson.

Consider grading the following:

- **Notebook participation** – Students complete the required notebook activities.
- **Organization and neatness** – Pages are in order, easy to read, and well maintained.
- **Critical thinking questions** – These responses show that students understand about the content.

A simple grading method is to assign a point for each critical thinking question. For all 5 points, students should write a thorough complete response that demonstrates they understand the content. Responses should go beyond a one-word or one-sentence answer and include enough detail to explain their thinking.

*I always gave notebook grades each grading period--not each week

PREVIEW

THE MARKETING MIX

The marketing mix is the combination of key elements that a business uses to reach customers and meet their needs.

THE 4 P's

1. PRODUCT	2. PRICE
What is the product or service?	How much does it cost?
Examples / Key features:	Pricing strategy:

3. PLACE	4. PROMOTION
Where is the product sold?	How is the product promoted?
Distribution channels:	Promotional methods:

THINK ABOUT IT!

Choose a product you use or like. Describe how the business uses each of the 4 P's to market it.

Business Education with

Great Pencil and Paper Note Taking Activities

Write these terms in your notebook and define them.

Branding

Packaging

Distribution

Retailer

Wholesaler

Consumer Needs

Competitive

Advantage

Advertising

Sales Promotion

Value Proposition

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Vocabulary Connection

 **VARIOUS WAYS TO ADVERTISE** 

CRITICAL THINKING QUESTIONS

Directions: Read each question carefully and write your response in the space provided. Use details and examples to support your thinking.

① A small business has a limited budget. They can only choose two advertising methods from the list on the previous page. Which two would you recommend and why? Consider cost, audience, and effectiveness in your answer. 

② Compare print advertising and internet advertising. What are the advantages and disadvantages of each? In what situations is one more effective than the other? 

③ Many businesses use a mix of different advertising methods. How can using a combination of methods help a business be more successful? Give an example of a product or service and explain which three advertising methods you would use together and why. 

Business Education with De

I also included critical thinking questions.



Market Segmentation

1. What is market segmentation?
2. Why do businesses divide customers into groups?
3. Name one type of market segmentation.
4. How is demographic segmentation different from psychographic segmentation?
5. Give an example of geographic segmentation.
6. Why might a company market the same product differently in different locations?
7. Which type of segmentation do you think businesses use most? Why?
8. How does market segmentation help a business?

...ite brand. Which
...segmentation
...business?

Consumer Behavior

What is consumer behavior?
Name one factor that influences buying behavior.
Why do businesses study consumer behavior?
How can a business use consumer behavior to improve its marketing?
What is the most important factor influencing consumer behavior?
Describe a purchase you made because of a marketing strategy.
Which factor influences you most when you are buying?
Why is understanding consumer behavior important for marketers?

Marketing Channels

1. What is a marketing channel?
2. Name one online marketing channel.
3. Name one traditional marketing channel.
4. Why do businesses use multiple marketing channels?
5. Which marketing channel reaches teenagers most effectively?
6. How does email marketing differ from social media marketing?
7. Which marketing channel do you notice the most?
8. Why might a business advertise on several platforms?
9. Which marketing channel would you use for a new business?
10. Explain why choosing the right marketing channel matters.

SWOT Analysis

1. What does SWOT stand for?
2. What is a business strength?
3. What is a weakness?
4. What is an opportunity?
5. What is a threat?
6. Why do businesses complete a SWOT analysis?
7. Name one opportunity for a local business.
8. Name one possible threat to a small business.
9. How can SWOT improve decision-making?
10. Which part of SWOT is hardest to identify?

USP & Positioning

1. What does USP stand for?
2. Why is a USP important?
3. What is brand positioning?
4. How can a business stand out from competitors?
5. What is a USP for a business?
6. How can a business use its USP to attract customers?
7. How can positioning affect customer behavior?
8. Why is differentiation important?
9. What is your business's USP?
10. How can a business use its USP to compete in the market?

PESTEL Analysis

1. What does PESTEL stand for?
2. What does the P factor deal with?
3. What does the E factor include?
4. What does the S factor include?
5. What does the T factor include?
6. What does the L factor include?
7. Why do businesses use PESTEL analysis?
8. How can technology change a business?
9. Give one example of a political factor.
10. Which PESTEL factor affects businesses the most?

Branding & Brand Identity

1. What is a brand?
2. Why is branding important?
3. What is brand identity?
4. What is a logo?
5. How does color affect branding?
6. What is brand loyalty?
7. Why is a brand's reputation important?
8. Name a brand with a strong reputation.
9. What makes a brand successful?
10. How does branding influence customer behavior?

Pricing Strategies

1. Why do businesses use pricing strategies?
2. What is cost-plus pricing?
3. What is penetration pricing?
4. What is psychological pricing?
5. Why do businesses use discounts?
6. Which pricing strategy is most common?
7. What is value-based pricing?
8. When is dynamic pricing used?
9. Which pricing strategy is most effective?
10. How does pricing affect a business's success?

Marketing Research & Responsiveness

1. What is marketing research?
2. Why is marketing research important?
3. What is a survey?
4. Why do businesses use surveys?
5. What is a focus group?
6. How can a business use focus groups?
7. What is a market test?
8. Why do businesses use market tests?
9. What is a sales promotion?
10. How can a business use sales promotions?

Basic Marketing Metrics & ROI

1. What does ROI stand for?
2. Why do marketers use marketing metrics?
3. What does Customer Acquisition Cost (CAC) measure?
4. What does Engagement Rate measure?
5. Which metric helps determine whether a marketing campaign made money?
6. Why is it important to know the cost of gaining a customer?
7. How can businesses increase engagement?
8. Besides ROI, what other metric helps measure success?
9. A business spends \$500 on advertising and gains 25 new customers. Which metric would evaluate this?
10. Why should businesses track several marketing metrics instead of only one?

Customer Data & Analytics

1. What is customer data?
2. What is the difference between demographic and psychographic data?
3. Why do businesses use customer data?
4. Which method of data collection is most direct?
5. How does website analytics help a business?
6. What can purchase history reveal?
7. Why are surveys important?
8. How can social media help a business?
9. Which method of data collection is most useful? Why?
10. Which two research methods would you use first?

Promotion & Marketing Communication

1. What is the purpose of promotion?
2. What is the difference between advertising and public relations?
3. How does social media marketing help businesses?
4. What is a sales promotion?
5. Why is word-of-mouth marketing so powerful?
6. What is content marketing?
7. Which digital marketing tool tracks website visitors?
8. What is A/B testing?
9. If you had a small marketing budget, which promotion method would you choose?
10. Which three promotion methods would you use to market a new product to high school students?

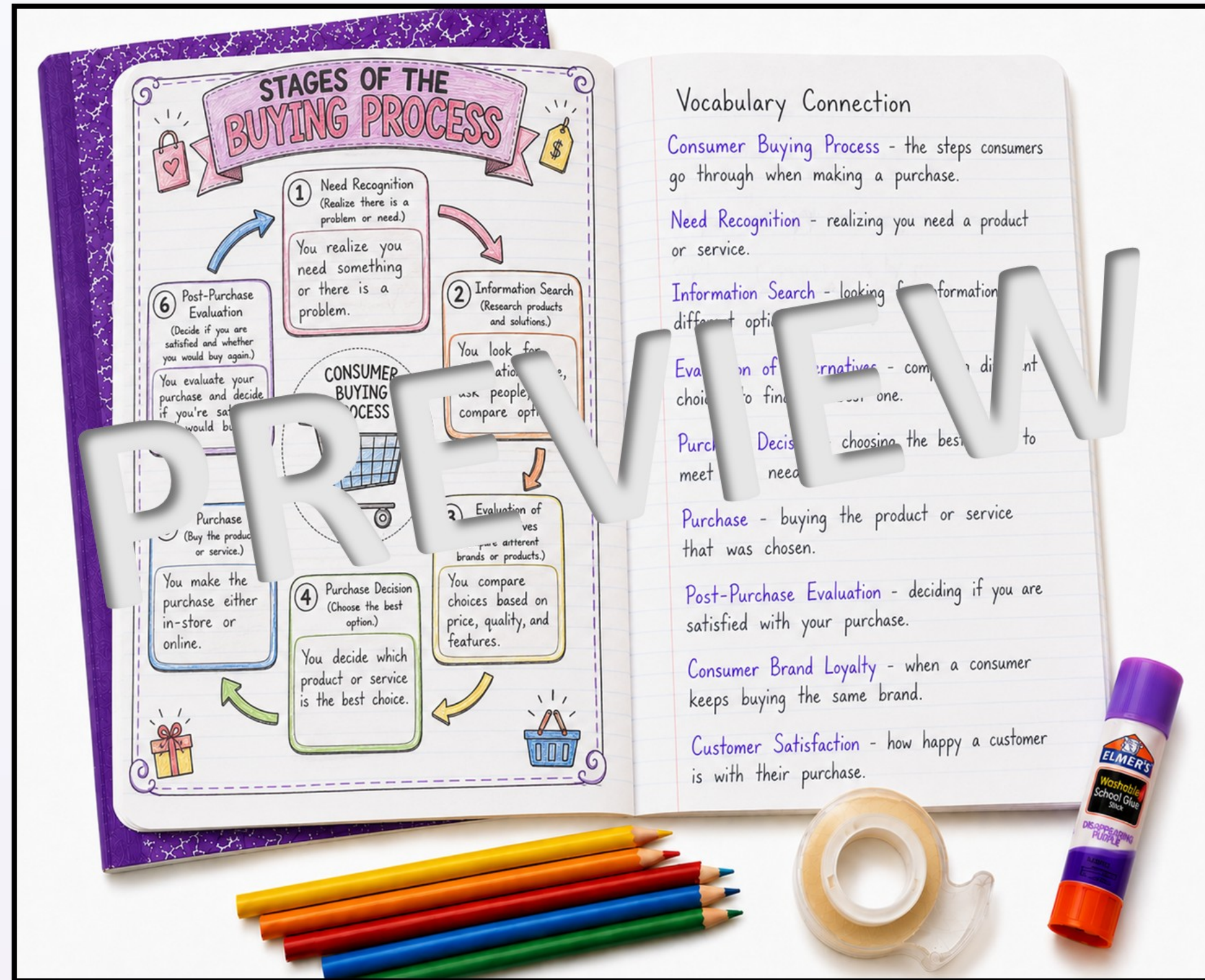
Product, Price, and Place

1. What is a product?
2. What is a Minimal Viable Product (MVP)?
3. Why is branding important?
4. What is the purpose of a pricing strategy?
5. Which pricing strategy starts with a low price?
6. What is the difference between B2B and B2C?
7. Why should businesses create an MVP before a full launch?
8. How can branding influence buying decisions?
9. Which pricing strategy should work best for a brand-new product?
10. If you started a business, what product would you sell, how would you price it, and would it be B2B or B2C?

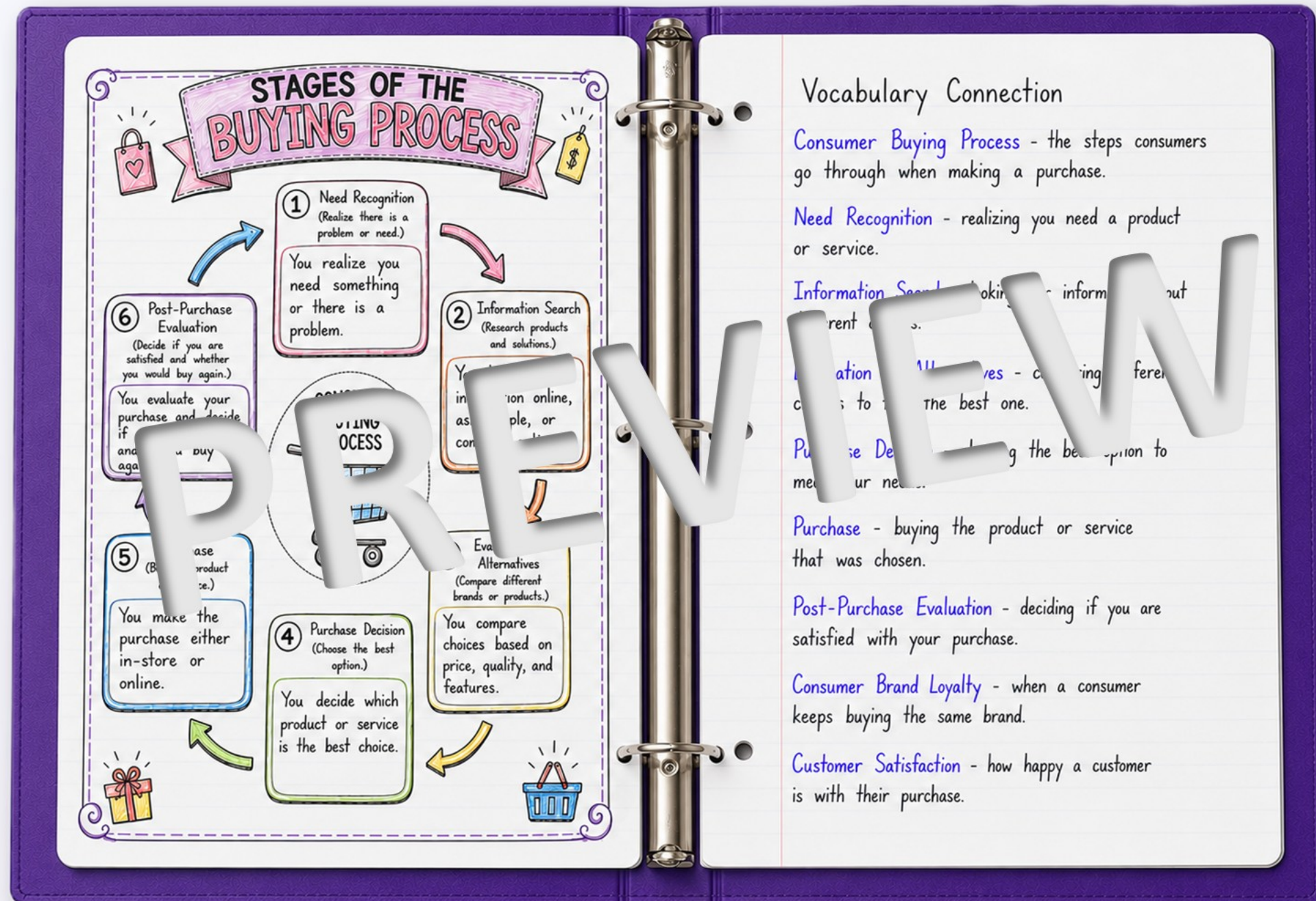
I also included 160 bell ringers.

Use
tape or glue sticks
to attach the pages
to the notebook.

Students write
vocabulary words
directly on the
notebook pages.

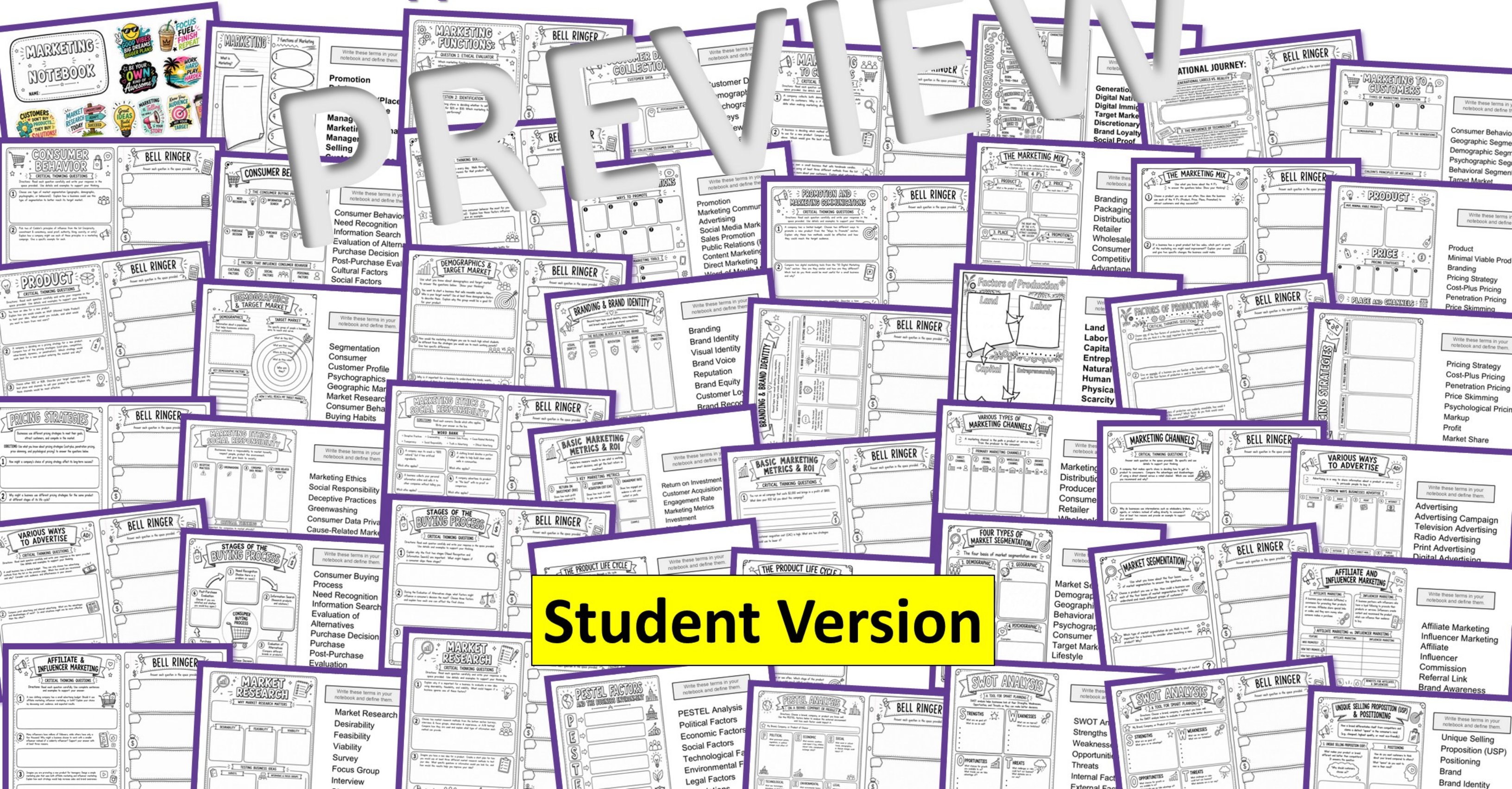


Some teachers told
me they prefer
FULL-SIZED SHEETS
for a 3-ring binder
so, I added that size
too!



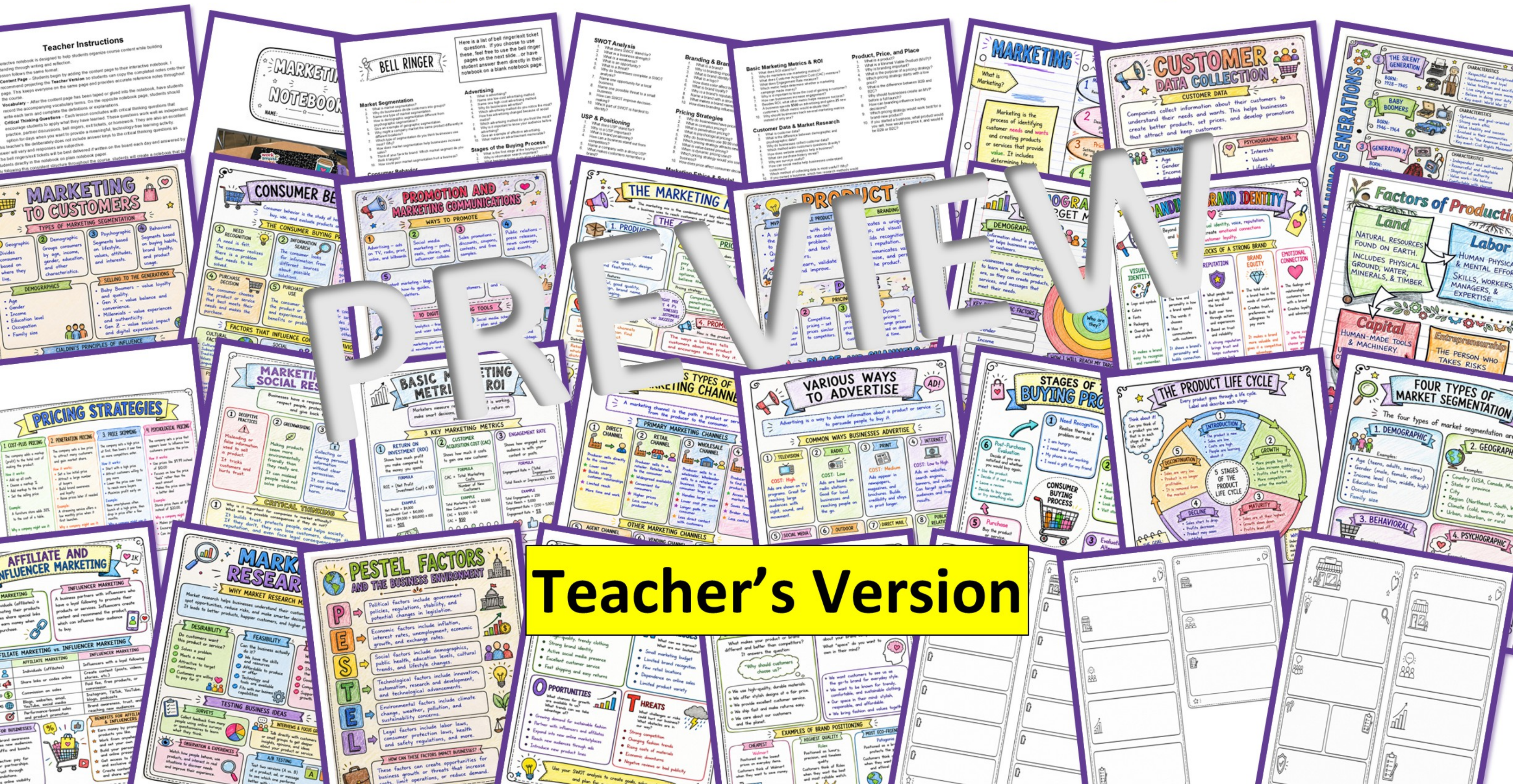
Interactive Notebook Preview

Great Supplement Materials for Marketing Class



Interactive Notebook Preview

Great Supplement Materials for Marketing Class



THIS INTERACTIVE
NOTEBOOK GOES
GREAT WITH MY
MARKETING
SEMESTER COURSE

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*

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.

