The Pizza Project

Marketing & Business Activity



SWOT • 4 P's • TARGET MARKET • USP

BUSINESS EDUCATION WITH *Denise Leigh*

Project Overview

- Students select a recognizable pizza brand.
- Research the company.
- Analyze real marketing decisions.
- Create a hands-on market analysis project.

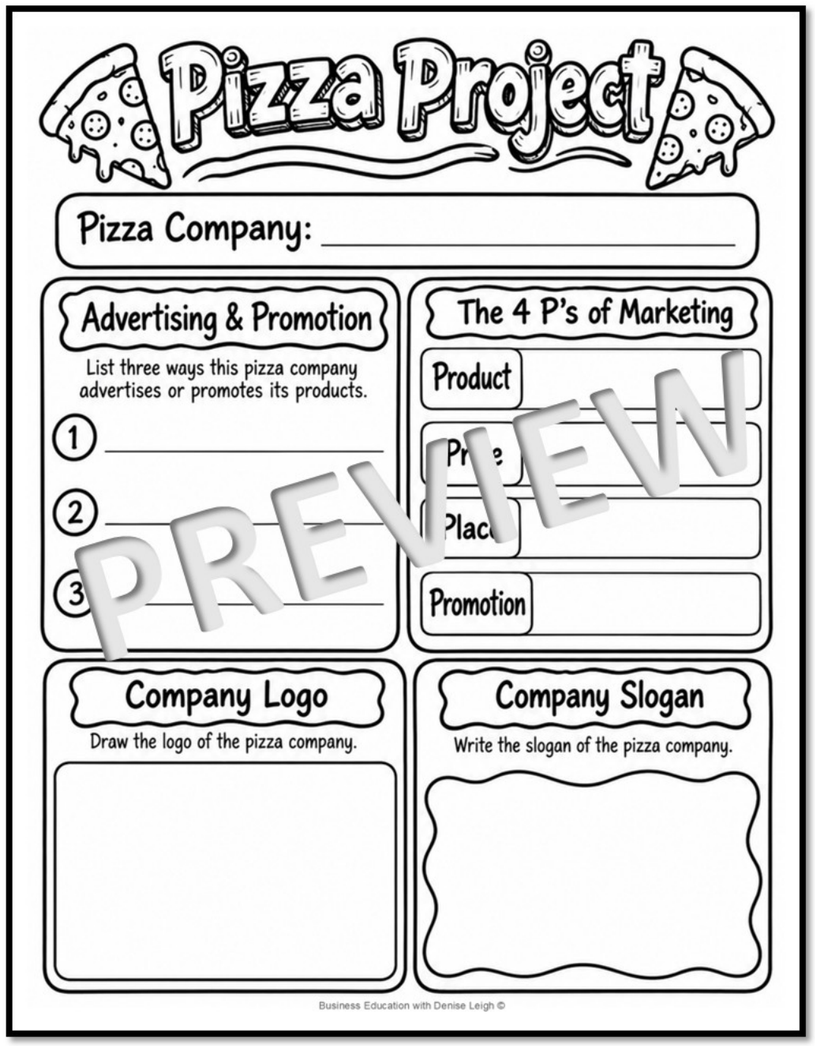


Students apply what they have learned rather than simply memorizing business concepts.



What Students Analyze

- Advertising & Promotion
- 4 P's of Marketing
- SWOT Analysis
- Target Market
- Competitive Advantage / USP
- Brand History
- Branding
- Logo & Slogan



Step #1 – Pick a Pizza Brand

Students choose a **familiar pizza company** and research its marketing, customers, competitive position, and history.





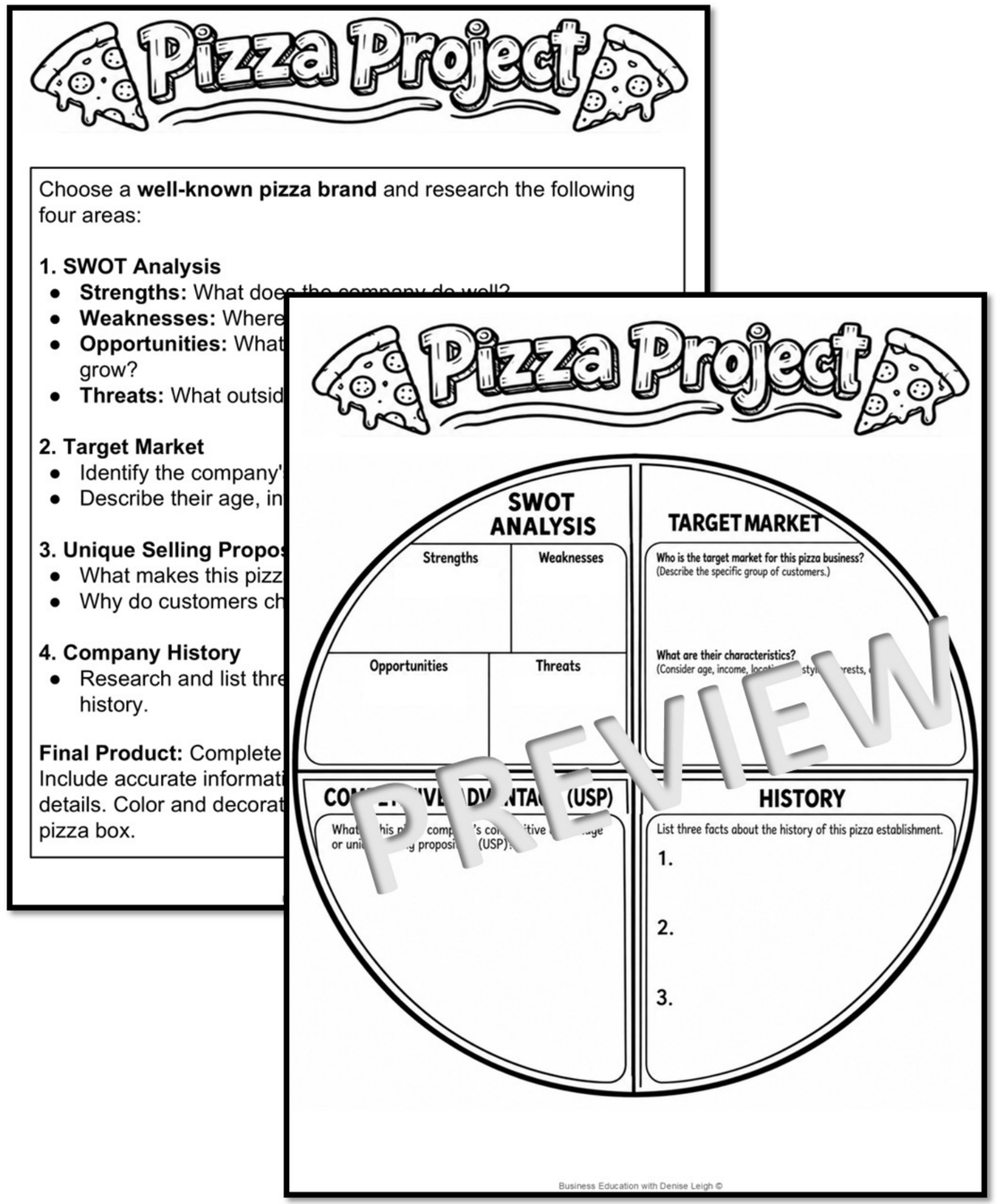
Step #2 – Advertising, Branding, and the 4 P's

Advertising & Promotion
Product
Price
Place
Promotion
Logo
Slogan



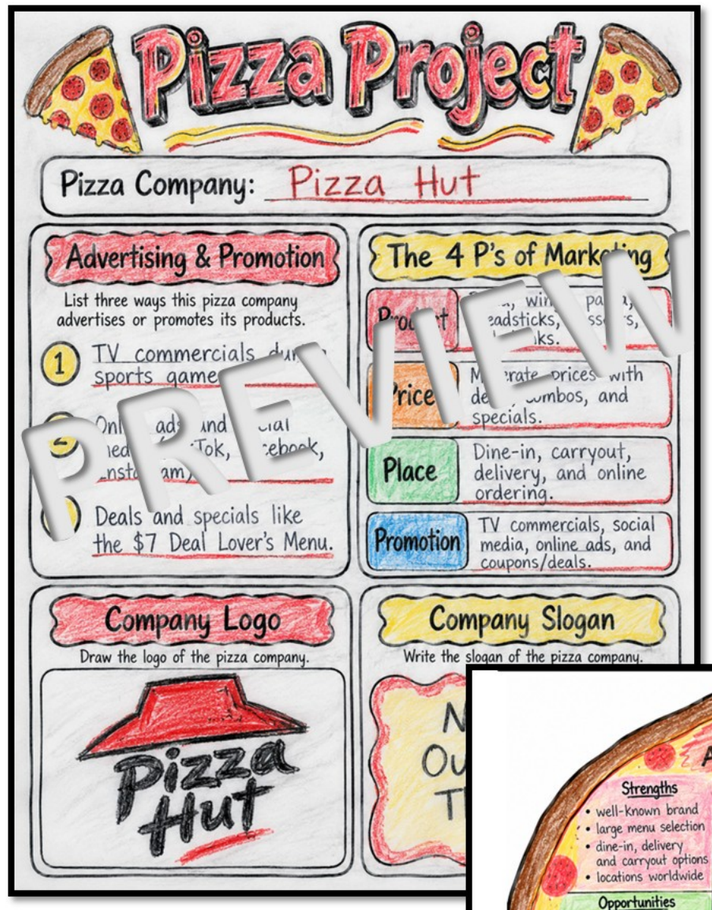
Step #3 – SWOT + Target Market + USP

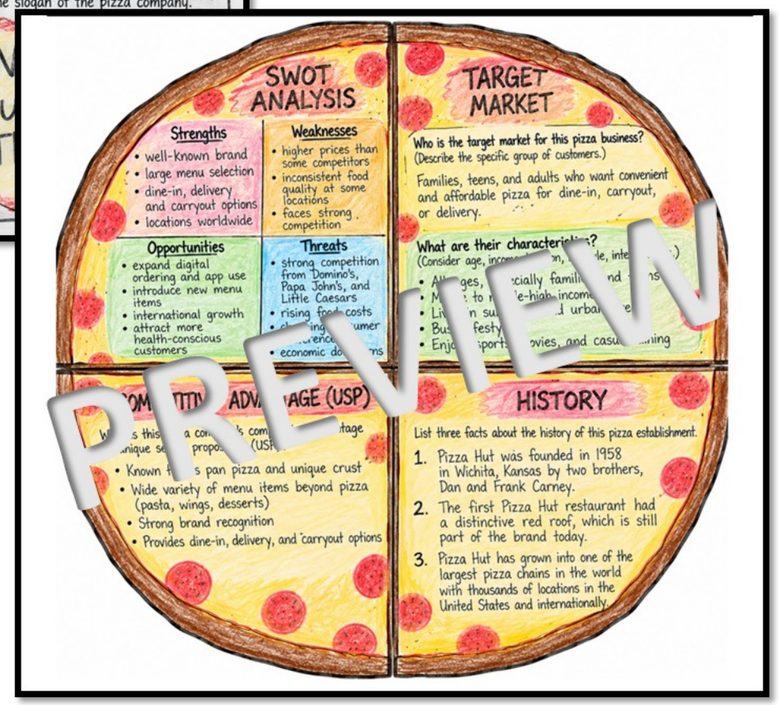
Strengths
Weaknesses
Opportunities
Threats
Target Market
Competitive Advantage / USP
Brand History



See What a Finished Project Can Look Like!







Students demonstrate what they know instead of simply taking another test.

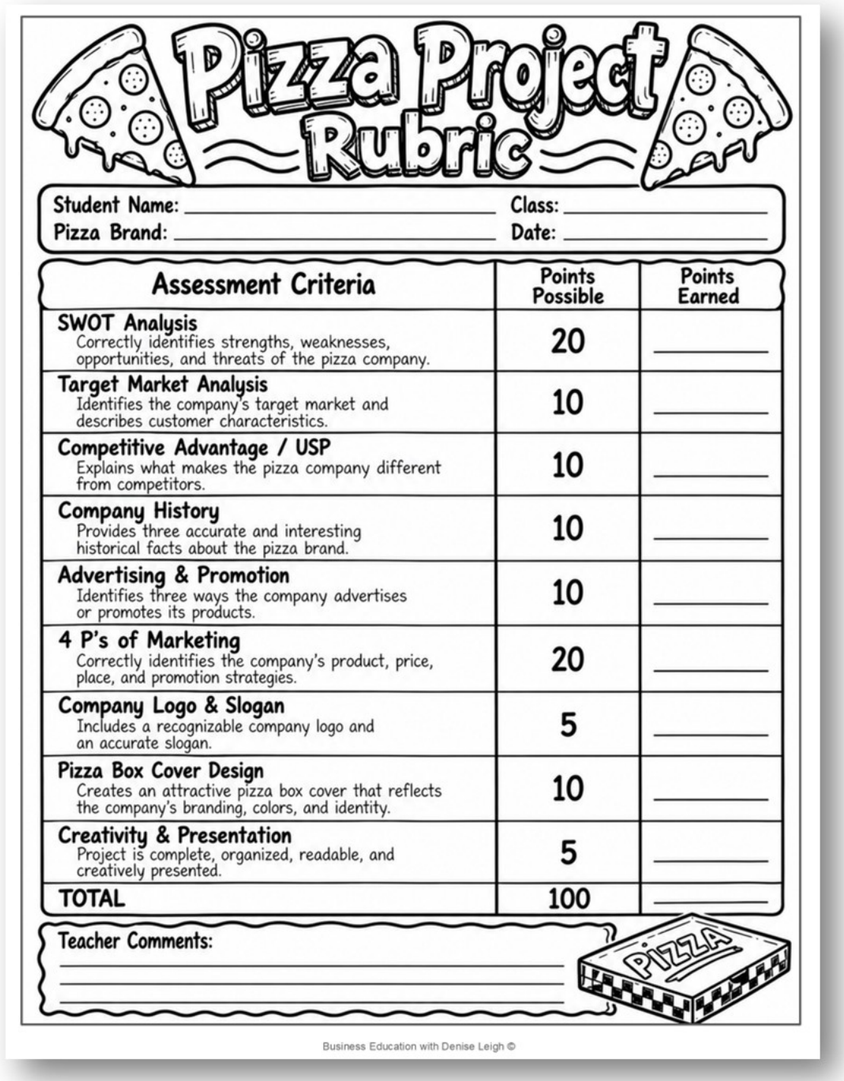
Make it a Classroom Display!



- Pizza box is completely **optional.**
- Students can mount the completed pages inside a clean pizza box.
- Makes a fun classroom display or presentation.
- **The project also works perfectly without pizza boxes or pizzeria backdrop.**

Perfect for any Marketing, Introduction to Business, Entrepreneurship, or Business Essentials class

Rubric Included Making Grading Easy!



Pizza Project Rubric

Student Name: _____ Class: _____

Pizza Brand: _____ Date: _____

Assessment Criteria	Points Possible	Points Earned
SWOT Analysis Correctly identifies strengths, weaknesses, opportunities, and threats of the pizza company.	20	_____
Target Market Analysis Identifies the company's target market and describes customer characteristics.	10	_____
Competitive Advantage / USP Explains what makes the pizza company different from competitors.	10	_____
Company History Provides three accurate and interesting historical facts about the pizza brand.	10	_____
Advertising & Promotion Identifies three ways the company advertises or promotes its products.	10	_____
4 P's of Marketing Correctly identifies the company's product, price, place, and promotion strategies.	20	_____
Company Logo & Slogan Includes a recognizable company logo and an accurate slogan.	5	_____
Pizza Box Cover Design Creates an attractive pizza box cover that reflects the company's branding, colors, and identity.	10	_____
Creativity & Presentation Project is complete, organized, readable, and creatively presented.	5	_____
TOTAL	100	_____

Teacher Comments:

_____

_____

_____

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Great to Use as a:

- Summative Assessment
- Alternative to a Traditional Test
- Final Project
- Marketing Unit Assessment
- End-of-Semester Project
- Independent Project
- Group Project

JUST PRINT AND GO!

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.



