



Activity #1:

BIZ TERM\$

WORKSHEET FOR STUDENTS

Biz Term\$

- Marketing
- Packaging
- Placement
- Premium
- Price
- Product
- Promotion
- Public relations
- Purpose
- Service

Directions

With students, read aloud the Biz Term\$ and each question. Call on volunteers for answers, and have them explain why they chose the term they believe to be correct.

Biz Term\$ Episode Review

1. The object or end to be achieved is the _____.
2. The department of _____ is responsible for promoting a favorable image to the public.
3. A _____ is meeting a need with words or actions.
4. How you enclose and protect a product is _____.
5. _____ is the way you advertise your product.
6. The process of communicating the value of a product or service is _____.
7. Where you locate your product is _____.
8. The amount of money needed to buy or sell a product is its _____.



Activity #2:

THE MARKETING MIX

WORKSHEET FOR STUDENTS

Directions

In this episode we learned about the “marketing mix” - the collection of decisions that you have made about the “four P’s” of marketing. The goal is to have a product that is perfectly priced, properly placed, and promptly promoted. For each product below, decide on an appropriate price, place, and promotion. Be prepared to explain why you chose those answers.

Product (or service)	Price	Place	Promotion
example: Doggie daycare service	\$10 per hour	Go to the customer’s home.	Put flyers in the local park where owners walk their dogs; coupon for 1/2 price on the 2nd visit.
Custom skateboard			
Chocolate chip cookie			
Organic apples			
Car wash service			

Have students discuss these ideas and share their answers with the class.



Activity #3:

MY MARKETING PLAN

WORKSHEET FOR STUDENTS

Directions

The marketing plan is a written record of how you're going to use your marketing mix. Choose a product or service that you use every week. Then create a marketing plan for it. Be prepared to explain your answers.

PRODUCT or SERVICE

1. You get to give the product a new brand name, what name do you choose? _____
2. What does your product do? _____

PRICE

3. How much does your product cost? _____
4. Will you use any special price strategies? (example: coupons, sales events, etc.) If so, which ones and why? _____

PLACEMENT

5. Where will you sell your product? (examples: grocery stores, online, etc.) _____
6. Where will you position your product to catch the eye of your target customer? (examples: top shelf, busy street corner, etc.) _____

PROMOTION

7. How will you get the word out? _____
8. Who is your target customer? _____
9. Write a limerick poem about your product to use in advertising.
example:

Apples

There once was a man who was ill,
then the doctor gave him a pill,
but to keep does away,
eat an apple each day,
it's cheaper than paying the bill.

Have students discuss these ideas and share their answers with the class.



BIZ TERMS DEFINITIONS

- *Marketing:* The process of communicating the value of a product or service to customers.
- *Packaging:* The technology and the art of enclosing or protecting products for distribution, storage, sale, and use.
- *Placement:* Where you sell your product; the stores you choose and the location in the store that you choose.
- *Premium:* Promotional items that are linked to a product that often require box tops or other proof of purchase plus shipping and handling payment in order to acquire them.
- *Price:* The amount of money that a product or service will be bought or sold for.
- *Product:* A thing that you can touch or a service that you can offer which is sold to your customers.
- *Promotion:* The way in which you are going to advertise your product or service.
- *Public relations:* The promotion of a favorable image between a business and the public.
- *Purpose:* The reason or the goal, the thing you are trying to accomplish.
- *Service:* Meeting a need with words or actions instead of tangible products.