

DAY 9 LESSON PLAN: MARKETING AND SALES

WEEK 2: THEME: YOUR LOOK AND FEEL

DATE: _____ TEACHER: _____ SECTION: _____

OBJECTIVES:

TSWBAT utilize marketing tactics by creating an advertisement to promote yearbook sales.

TSWBAT develop a direct sales plan IOT track at least 10 yearbook sales to students, parents, or staff.

COMMON CORE: ELA-LITERACY

RI.9-10.6

RI.11-12.6

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ISTE STANDARDS: 4A, 4D

STEPS: OPEN PRESENTATION 9

- 1 DO NOW:** 3-5 minutes
Students write the answer to this prompt: What makes you want to buy something? Discuss.
- 2 LECTURE:** 15-20 minutes
Announce the theme or inform students editors will be reviewing theme votes and will announce after it is finalized. Begin Presentation 9. Explain the various marketing tactics and strategies. Introduce the advertisement assignment and explain each option students will have. Ask students for ideas to adapt examples shown in the presentation to fit their school. Explain direct sales techniques. Provide students pricing and deadlines for ordering yearbooks. Explain order forms and online sales.
- 3 ACTIVITY:** Marketing Plan - 20-25 minutes
Distribute the Marketing Plan and model the brainstorming process. Using the handout, students will select their choice of advertisement and work individually to brainstorm concepts they will use to help promote yearbook sales.
- 4 CLOSURE:** 5 minutes
Students complete the Marketing Plan by listing 10 people they will target directly for sales.

MATERIALS:

Presentation 9

Copies of Marketing Plan
(3 sets) + Blank Paper

Pricing and deadlines for
ordering, order forms, and
active online sales

VOCABULARY:

Marketing Tactics

Rule of 7

Catch Phrase

Slogan

Direct Sales

Advertisement