

DAY 10 LESSON PLAN: MARKETING AND SALES WORKDAY

WEEK 2: THEME: YOUR LOOK AND FEEL

DATE: _____ TEACHER: _____ SECTION: _____

OBJECTIVES:

TSWBAT work individually to utilize a marketing tactic of their choice and create an effective advertisement to promote yearbook sales.

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

COMMON CORE: ELA-LITERACY

SL.9-10.5

SL.11-12.5

L.9-10.3

L.11-12.3

ISTE STANDARDS: 4A, 4D

STEPS:

- 1 DO NOW:** 5 minutes
Students exchange advertisement ideas with a neighbor and offer critical feedback to each other.
- 2 LECTURE:** 5-10 minutes
Review Marketing Plan Guidelines. Business Manager conducts a training of taking orders and collecting money according to your personal guidelines. Prepare with your Business Manager prior to this lesson. Introduce the upcoming project: Staff Yearbook. (Project Overview, on ALL ACCESS USB)
- 3 INDEPENDENT WORK:** Advertisement Assignment - 30-35 minutes
Students will work individually to utilize a marketing tactic of their choice and create an effective advertisement to promote yearbook sales. Monitor the room and provide feedback to students.
- 4 CLOSURE:** 5 minutes
Display the example spreadsheet on slide 27 of Presentation 9. Have students set up a Google Sheet identical to the example. Provide your sales deadline requirements and have students share their spreadsheet with you and/or the Business Manager to check progress.
Remind students of the deadline for fully completing the advertisement assignment.

MATERIALS:

Google Sheets
Completed Marketing Plans
Pricing and deadlines for ordering, order forms, and active online sales
Project Overview Slides

IMPORTANT NOTES:

Next class period students will start the Staff Yearbook Project. Share an example you made with the class and setup the file organization system, ladder, and partner plan in advance. Review the file "Project Overview" with students in the Getting Started Folder.