Groups

Coupon Creation

You are to find a local business to create a coupon or a flyer that would be an effective marketing strategy for that particular business. Remember, your goal is to make more people aware of where the business is located, why this product is better than the other and how you can save the customer money. This project reinforces all of the P's of marketing, price, place, promotion and product. Google images of coupons for ideas use your creative and innovative juices to create this coupon. Look up what the P’s of marketing are so you understand.

Newspaper Advertisements

Newspaper advertisements are a great form of marketing. Students will learn the importance of newspaper advertising by creating an ad in their own school's newspaper. Create an ad for a local business and coming up with a slogan for the ad, students could see that by marketing a business to a particular age group through a high school newspaper, their results will be very specific, therefore reinforcing the principals of promotion and place.

Online Social Networking

With the Internet being one of the biggest channels of advertising, creating a page on a social networking site would be a great way to market a product or an idea. One specific marketing strategy could include building a student council campaign through the use of a social networking site. Students would learn that the amount of traffic their page receives will increase their likelihood of being heard. A student running for a class office could utilize their social networking site to increase their voters. Students who are not running for office would manage the other's campaigns. Utilizing a tool that many students already use on a daily basis will increase their interest in the project.

Taste Test

You all love to eat. What better way to get others involved in a marketing project than to have the students set up a taste test. The students (group of two) will be required to decide upon a food to market and then purchase the competitor's version of this food as well. Once the different foods have been removed from their original packaging, the taste testing begins. Have a taste test and let the students decide if his product truly is the best. After all of the eating is finished, students will poll their classmates to see if the students have been properly convinced to buy the product being promoted. This will teach you that product and promotion are very key elements in marketing.