



INSTRUCTOR: MS. PRICE

COURSE: MARKETING 1



PROJECT SUMMARY



- Students create their own Consume Packaged Good and apply various marketing concepts learned throughout the course. Different scenarios are given out for students to adhere to when presenting their marketing plan to an authentic audience. Students must be prepared to answer questions from the panel to see if their CPG is a viable option for the company (based on the scenario) to move forward with adopting. The panel's decision will be based on the idea presented as well as the final presentation of a complete marketing plan.



DRIVING QUESTION

- What marketing concepts and knowledge are needed to market a product so that it can be developed?



SUSTAINED INQUIRY & AUTHENTICITY

- Students will be creating an actual marketing plan that could be a model for any marketing opportunities they may have in the future. The project also helps students recognize how marketing concepts are being used and targeted in their role as a consumer.



STUDENT VOICE & CHOICE WITH PUBLIC PRODUCTS

- Students will make their pitch and presentation to a panel of marketing professionals who will provide feedback specific to their scenario.



TEACHER REFLECTION

- I was very pleased with the final presentations from students on their consumable product they developed. The slides were well organized, had proper content as students carefully followed the rubrics, and presentations flowed properly. I was especially pleased with our authentic audiences that provided expert feedback to the students. Many of the comments from the professionals matched the instruction so it reinforced the classroom learning. The project presentations concluded with questions from the audience. Students showed their knowledge at a competent level in responding. Guests shared how impressed they were with the ideas, presentations, and student responses.



STUDENT REFLECTIONS

- "I strengthened my abilities to make in-depth presentations and actually present them professionally."
- "I learned a lot about professionalism in this-- not only in presenting, but about professional attire and how to work effectively by communicating ideas respectfully."



NOTED SKILLS GAINED

- PUBLIC SPEAKING
- TEAMWORK
- PROFESSIONALISM
- CRITICAL-THINKING

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