PROJECT SUMMARY

- Students created a presentation for a specific target market that explains marketing and its role in the economy. The challenges students addressed included; learning how to work effectively in groups, understanding new concepts, understanding how to present to specific target markets, and working within a time constraint. Students will create a lesson to present to their audience.

DRIVING QUESTION

- What is Marketing and its importance in an economy?

SUSTAINED INQUIRY & AUTHENTICITY

- Students presented their actual projects to the different audiences to educate them on marketing and how it affects our buying decisions and the economy.

STUDENT VOICE & CHOICE WITH PUBLIC PRODUCTS

- Students can share the lesson with Dillard Drive middle school and VMCCA students.

TEACHER REFLECTION

- I was pleased with the outcome of the PBL as it allowed me to formatively assess the student's abilities, how well they worked in groups, their prior knowledge, as well as teach the content of Unit 1, "What is Marketing?" In the future, I would discuss the rubrics more in detail at the start of the project. Finally, in reflection, it was helpful that I took time to review how to work in groups and did not give the students a lot of voice and choice on who was in their group (too early in the semester). I did this as there were 9-12th grade students in each class. I had to divide up the seniors and freshman which worked well.

STUDENT REFLECTIONS

- "I learned the basics about what marketing is, where it happens, who does it, and more. Everything we do is marketing and how we market ourselves and other things will be part of our everyday lives."
- "I learned how to use more sites like Canva."
- "I was able to step back and allow other people to step up. Continuing to allow myself and other people to shine is a great skill to have in any area because it shows a reflection of who you are and will make you appear to be a more open person. This can lead to much needed corrections and extended opportunities."

NOTED SKILLS GAINED

- PUBLIC SPEAKING
- WORKING IN TEAMS
- TECHNOLOGY USAGE
- PATIENCE

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