

This is a low-resolution printable version of the teacher-presentation information. The original PowerPoint slides are clearer and animated to assist the teacher in delivering quality content to the students.

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Licensed users of the EST Foundations curriculum have access to:

- the original animated PowerPoint files
- accompanying handouts
- detailed homework assignments
- lesson plans including online reading and research assignments, and
- suggestions on integrating this project-based curriculum.

Topic 5 (ver 1.0) **Basic Project Skills-Marketing**
Content of this module

- Bell work 5.1 (to be determined by teacher)
- Independent investigation into the world of marketing
- Bell work 5.2
- Overview the role of marketing in industry
- Bell work 5.3
- Review example project plan to market a product
- In small groups, create a marketing project plan
- Bell work 5.4
- Prepare to present marketing plan to class
- Bell work 5.5
- Small group presentations

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5.1 Independent Investigation into the World of Marketing

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Bell Work 5.1

- Students should prepare for independent research to day ...

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Today's Agenda

- Independent study in areas relating to marketing.
- **Teacher:** This day is intended to be spent in the library or online. There are many online resources available. If the class does not have internet resources, then you'll have to print out some of the background reading resources for the class (but that approach will be far less fun than doing the research themselves)

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Research Topics

- Individually research one of the following topics. Write a one page summary of your findings and turn it in tomorrow.
- Option 1: What do people in these careers do? Advertising/PR Manager, Graphic Art Director, Company Buyer, Copywriter, Management Consultant, Market and Survey Researcher.
- Option 2: What are Marketers responsible for?
- Option 3: Go to KnowThis.com (<http://www.knowthis.com/>), choose the most interesting "Topic Area," choose an article in that category, print it out (**use the printable versions only!**) and turn in with your one page summary.

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5.2 Introduction to Marketing

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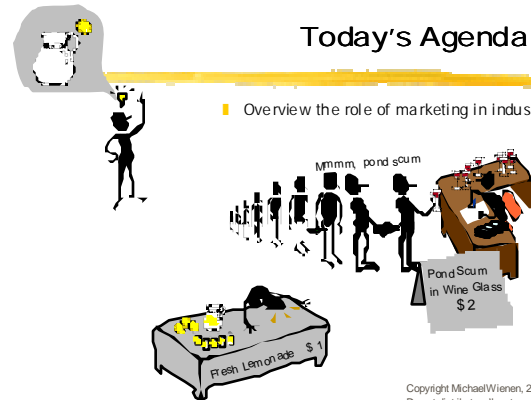
Bell Work 5.2

- In your journal...
- Record one thing that you learned about Marketing yesterday that you are willing to share with the class (and has a reasonable chance of being interesting to the other students).

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Today's Agenda

- Overview the role of marketing in industry



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Marketing: Definition

- Marketing is the process of planning and executing the development, pricing, promotion and distribution of ideas, goods or services to satisfy customers:
 - Effective communication is inherently required (using any means available).
 - It should be customer centered as you try to make customers aware of products, attract new customers, and keep existing customers interested.
 - Should go beyond customer needs and also address wants.
 - Required research to find out what the needs and wants are. (The customer may not even know until you tell them.)
- Some emphasize the customer even more:
 - Marketing consists of the strategies and tactics used to identify, create and maintain satisfying relationships with customers that result in value for both the customer and the marketer. (Know This is.com tutorial section at <http://www.knowthis.com>)

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Marketers: Responsibilities

- Analyze and Define Target Markets
- Propose product offerings that are likely to be accepted in the market place
- Promote the product to potential buyers
- Strategically distribute the product
- Determine pricing strategies to maximize market share and overall company benefit
- Conceive services that enhance the solutions overall value

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Marketing: More Career Choices Than You First Think

- Advertising/PR Manager
- Graphic Art Director
- Company Buyer
- Copywriter
- Management Consultant
- Market and Survey Researcher
- Sales Supervisor
- Top Executive

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Marketing: Useful Skills

- Team Leader
- Team Player
- Strong Communication (written and verbal)
- Computer
- Planning

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Marketing: Foundational Principles

- For success, there must be a firm commitment to remaining customer centered.
 - Know your Audience!!
 - People buy more than just a product, even if they don't realize it. Identify what that extra "something" is and then convince them that your product has it.
- Planning is paramount. A good marketing plan is invaluable.
 - The written plan should address:
 - the current situation (market, customer, and internal factors)
 - market research (approach and results)
 - marketing strategy (product analysis, sales objectives, promotion budget, distribution plan)
 - implementation plan (schedule, required resources and budget)
 - Plan to employ methods that build a large loyal group of customers
 - Plan to use a variety of communication tools

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Marketing: What Are You Buying?

- Name some products that might be bought not only for the sake of the product, but for some other psychological need.
- Examples:
 - A person might buy a replica of an antique doll, not because they want the doll but because it reminds them of their childhood.
 - A person might buy a muscle car, not because they need a fast car but because they want the prestige associated with the car's manufacture or want to be a part of an elite group.
 - Why do sports-drink manufacturers incorporate extreme athletic achievements in their TV commercials...is it to show examples of when you need the drink? Or, is it to suggest we can be associated with such accomplishments if we buy the drink?
- People don't simply buy products. They buy a package that includes all the benefits and satisfactions that they think they will obtain if they buy the product.

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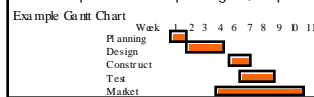
Marketing: Foundational Principles

- Though the general population thinks of marketing as simply "promoting a product," there is more to it...
- The four "P's" of marketing represent the core concerns of marketing:
 - **Product:** What products to produce, what new products to design, variety or products to offer, what brand names to use, how to introduce the product to the market, etc.
 - **Price:** How much to charge, what are the competitors prices, should prices vary across markets, how to balance the financial goals of the company versus realities of the market place, should psychological pricing be used, etc.
 - **Promotion:** Planning and budgeting the promotional mix (advertising, personal selling, sales promotion, and publicity).
 - **Placement:** What distribution vehicles should be used, where it should be made available, should there be a variety of offerings (wholesale, retail, online...), etc.

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Marketing Practice (12+ minutes)

- In groups of 4-5 students address the following:
- The team objective is to eventually develop a plan to sell T-shirts as a class fundraiser (you can make up your own cause if you wish)
- For now, decide what group of people (or groups) you will try to sell them to and why? Then address each of the four "P's" and record your group thoughts.
- On Friday, each group will make a 5 minute presentation to the class.
- You should include visual aids like charts, tables, and graphics e.g., how data differs for different customer groups, Gantt chart of tasks, expected sales per region, expected sales at different prices...



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5.3 Practical Marketing Plan

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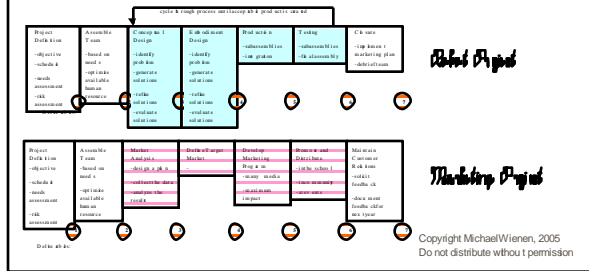
Bell Work 5.3

- In your Journal...
- Based on previous discussions about projects and project planning, how would you explain the difference between a Project Manager's and a Supervisor's role and responsibilities?

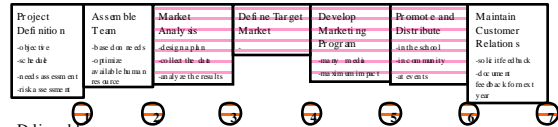
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Today's Agenda

- Review an example project plan to market a product
- Develop a project plan to market a T-shirt



Robot Marketing Project: Example Phases and Deliverables



Deliverables:

1. detailed life-cycle description including timeline, charts, and checklists, for each phase
 2. organizational chart with defined responsibilities for all the team members
 3. solid data indicating actual market conditions and market voids
 4. clearly defined target market that matches company product strengths to needs and desires
 5. checklist of activities and required resources to communicate with target market (using all available media)
 6. brand name recognition, generally associated with enthusiasm, professionalism, and quality
 7. detailed notes on the effectiveness of this year's strategies at achieving customer satisfaction (in our school, the general public and the judges)
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Exercising Your New Knowledge

- In your T-shirt group from yesterday, develop a project plan to market T-shirts as a team fundraiser.
 - Your group will have to make a presentation on Friday discussing your project plan, and your actual deliverables that you generate for each defined phase in the project... (i.e., you will not only define each phase of the project, but you will pretend to "do" each phase and create appropriate deliverables).
 - Today, only focus on your project plan:
 - Define the phases and deliverables of each phase.
 - Estimate the time you will need to spend in each phase. (You will be given time in class tomorrow to **work on your presentation**..the rest is homework.)
 - On Friday, every student must submit their own copy of the team's project plan. It will be graded for neatness, how well you explain each phase, organization of information.
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5.4 Organizing a Presentation for Management

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Bell Work 5.4

- In your Journal...
 - Question: Make a list of the topics that you would include in a five minute presentation on your groups project plan and resulting design solution.
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Today's Agenda

- Get into your 4-5 person T-shirt group.
 - Develop the presentation that your group will make to the class tomorrow.
 - Every person must have equal share in the presentation.
 - The presentation must be between 4 and 6 minutes (points taken off for shorter or longer presentations).
 - Don't forget to open with an introduction and close with a summary.
 - Visual aids must either be large posters or drawn on overheads for the projector.
 - Don't forget you are presenting your entire Marketing Plan.
 - You will NOT be given any time to get ready tomorrow. Plan today!**
 - Homework: Each person should write out what they plan to say, practice it, and make sure it fits in the amount of time that the group has allotted for their topic.
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5.5 Practice Presenting to Management

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Bell Work 5.5

- Silently practice your part of your group's presentation.
- Make sure your part of the visual aids is ready and available... groups will have to quickly take the "stage" as soon as the previous group has finished.

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Today's Agenda

- Groups will make 4-6 minute presentations
- Quickly and quietly take your positions when it is your turn.
- If you delay, your grade may suffer.

- At five minutes per presentation we will barely have time to hear from every group.

- Teacher: it is recommended that you video tape the presentations for later evaluation.



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