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## NFIB's Young Entrepreneur Foundation Marketing Lesson Plan

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& Sons to Work®

### Objective:

- To learn the life skills of communication and persuasion
- To learn what marketing/advertising is
- To understand what goes into creating a marketing/advertising campaign

### Material:

- Paper and makers
- Computer

**Timeframe:** Between 1 hour and 2 hours, depending on amount of time you would like to dedicate to it, and the interest level of the students.

### Activities:

- Show the students several examples of ways this small business has advertised their services/products. This could include print, radio, television, signs, etc. Have the students talk through what makes this kind of marketing successful.
- Marketing is about persuading potential customers to purchase a business' products or services. What are ways that you are persuaded or convinced of doing something (i.e. trusting the source, making me laugh, convincing me with statistics, repetition, testimonials, making a deal, etc.)
- Have the students think about what goes into a good marketing plan. Discuss each section below with the questions provided, specifically thinking about the business they are sitting in:
  - **Purpose/Goal/Mission:** What result do you want your marketing plan to achieve? Be specific. Do you have a sales goal? A prospecting goal? Get your numbers written down.
  - **Target Market:** What is your niche? Again, be specific. You may sell to people outside this target, but your marketing message will be talking to a specific segment. Who are they?
  - **Products/Services:** What product or service are you focusing on for this plan? It is better to have marketing plans focused on a single product line or you may get your messages confused.
  - **Market Analysis:** What are the market trends related to your product or service? What is the competition doing? In comparison, what are your product's strengths and weaknesses?
  - **Strategy:** What is your over all game plan for promoting your product or service?
  - **Tactics:** What specific marketing method will support your strategy?
  - **Budget:** How much money do you have to work your plan and how will you allocate the funds?
- Have the students work in groups of 3-4 and have them create a marketing/advertising campaign for the small business. This could be a print advertisement, a radio spot, a commercial, or anything else they can come up with. Let the students be creative!
- Have each group present their marketing strategy to the group. If other employees (specifically the business' communication/media/marketing staff) are available to listen to the presentation, allow them to be part of activity as well.
- After each presentation have the other the students and employees give feedback about the group's plan.
  - Would you buy this product or service? Why or why not?
  - What did the students like about the marketing plan?
  - Do the students have any suggestions for making it even better?
- Wrap up the activity by asking the students how this activity will change the way they look at advertising.