

# 4 P's of Marketing Project

## GPS Standards:

**BMA-IBT- 5.1** Explain the fundamental (basic) marketing (advertising) concepts used by a small business.

**BMA-IBT 5.2:** Understand target market and demographics (specific populations) in marketing strategies. **BMA-IBT- 6.7:** Use appropriate technology (Google Slides) to plan, develop (create), practice, and present material to different types of audiences for specific business purposes. **BMA-IBT-2.4:** Model (show) the ability to work (by myself) and as a team member.

## Objectives:

- Explain and apply the 4 P's of Marketing used by small businesses
- Understand target markets in marketing strategies
- Use Google Slides to plan and present a presentation
- Work cooperatively in a team

**Time Duration:** Three 90 Minute Class Periods

## Timeline of Tasks

### Day 1

1. Divide into groups of 4-5.
2. Assign the following roles to team members:
  - a. Leader
  - b. Recorder
  - c. Researcher
  - d. Artist/Designer
  - e. Timekeeper
3. Brainstorm a new product or service that you can create
  - a. Products from a paper clip(s).
    - i. [For example, bend a paper clip into a cell phone stand.](#)
    - ii. [Interest Engineering](#)
  - b. Food
    - i. [New flavor potato chip](#)
  - c. Clothing
    - i. [T-Shirts](#)
    - ii. [T-Shirt Ideas](#)
    - iii. [Shoes](#)
      1. <https://brandyourshoes.com/our-models/>
      2. <https://www.zazzle.com/custom/shoes>
      3. [Shoe Ideas](#)
  - d. Technology or new invention
    - i. [Business Insider](#)
    - ii. [The Odyssey](#)

## Day 2

4. Work with your team members to complete the [Group Brainstorming Worksheet](#).
5. Create a visual of your product or service (Use: [PosterMyWall.com](#); Use Class Project name: **4 P's of Marketing** to download your image) .

## Day 3

6. Prepare a 2-3-minute presentation of your idea to share with the class.
  - a. Explain how the product will be marketed using the 4 P's of Marketing: Product, Price, Promotion, Place
  - b. Include the visual that you created in the presentation

## 4 P's of Marketing Mix Project Rubric

**Standard(s): BMA-IBT-5: 5.1** Explain the fundamental marketing concepts used by a small business. **BMA-IBT-5: 5.2** Understand target market and demographics in marketing strategies. **BMA-IBT-6: 6.7** Use appropriate technology to plan, develop, practice, and present material to different types of audiences for specific business purpose. **BMA-IBT-2.4** Model the ability to work independently and as a team member.

Requirement	Possible Points	Earned Points
Title slide includes all required elements including Title and all team member names	10	
"Product slide" is included with a visual of the product and a brief description	10	
"Target market" slide with a brief description of the specific group of customers that the company will direct its products and services to	10	
"Price" slide is included with the pricing strategy of the product	10	
"Place" slide is included with a brief description on where you will sell your product	10	
Promotion slide is included with a brief description of how you will promote or advertise your product.	10	
Summary Slide include a brief overview of all the 4 P's of Marketing	10	
References sources (including images)	10	
Collaborated and contributed to the overall final project presentation	10	
Correct spelling, punctuation, capitalization, and grammar usage	5	
Presented project to the class	5	
<b>Total:</b>	<b>100</b>	
Did not contribute to the overall final project presentation	-40	
Students used a clear audible voice. Good language, and pronunciation skills were used.	+5	
The presentation design is attractive with a consistent theme. Slides are easy to read.	+5	
Additional Information/Effort	+5	
<b>Total</b>		
<b>Comments</b>		

