



Business Virtual Learning

HS/Marketing

Topic: Final Project - Part 5

You must do the lessons from the beginning of the week to continue this lesson

May 22, 2020



Lesson Topic: FINAL PROJECT

Lesson Objectives:

1. Apply concepts from the year to a final project.

Lesson Instructions:

1. Follow the instructions on the following slides. I am splitting the final project into 5 lessons but the entire project is found in its entirety on this [google doc](#).

Continue this lesson on the document you started with the previous lessons



Lesson Topic: FINAL PROJECT - PART 5

PROMOTION DECISIONS

Research promotional activities of the company you are using.

- How do they promote current products?
- Create a slogan and include it in the promotional message.
- What would an advertisement look/sound like?
- If you are going to promote on social media – create actual posts and screen shot them to include in your presentation. Be specific about which platforms you will use and see what that company already uses.



Lesson Topic: FINAL PROJECT - PART 5

PROMOTION PLAN

You need to create at least 2 of the following promotional items:

1. Magazine ad to promote the product that is attractive and grabs attention. Include slogan, logo, etc.
2. Social media post on at least 2 platforms. To do this, actually create the post and take a screenshot. You don't actually have to post on your social media. You can create it in a google doc. Include images and words.
3. The script to a TV commercial for the product. Feel free to video a commercial if you want.



Lesson Topic: FINAL PROJECT - PART 5

Final Step:

Now that you have done the marketing plan in these last 5 lessons, you need to prepare your oral presentation, video it and turn in or contact your teacher for a time to do a live video presentation.

Be sure to look over your plan and check for spelling and grammar error and correct them. Be sure you are fully expressing your ideas.

This should be the best work you can do!!