

# EXPLORATORY TASKS STUDENT SAMPLES

## CLUSTER: Marketing

### PATHWAY: Marketing Management Pathway

People with careers in this pathway manage advertising, promotions, marketing, sales and public relations.

**EXPLORATORY TASK:** Consider a group or club in your school. Develop a marketing plan to increase student membership. Include these in your plan:

- How to increase positive perception of the group
- Benefits of joining the group
- Upcoming plans and activities
- Delivery method, e.g., flyer, social media, broadcast, etc.

**OBJECTIVE:** Introduce students to the different components of marketing, e.g., research, planning, implementation, evaluation.

**TEACHER SUPPORT:**

- Collaborate with a marketing professional or a CTE business or marketing teacher.

**STUDENT SUPPORT:**

- Provide links, examples, checklist and/or a template for students to use.

**LEARNING EXTENSIONS:**

- Invite a marketing professional or a CTE business or marketing teacher to discuss to the different components of marketing, e.g., research, planning, implementation, evaluation.
- Lead a discussion connecting school subjects and this pathway.
- Lead a discussion about personal qualities of a marketing professional.
- Identify and research a career within this pathway.

**CONNECTIONS TO KENTUCKY ACADEMIC STANDARDS**

- Career Studies: ES.M.8, ES.M.9, C.M.5
- Reading and Writing: RI.6.4

**NOTE:**

- These samples represent students' first introduction to authentic topics and skills related to a career cluster.
- The sample included in this pathway is a teacher created model.

# ABC Middle School Marketing Plan



## Goal:

Create a positive perception of FBLA and increase membership of ABC Middle School FBLA organization.

## Research:

ABC Middle School has 632 students between grades 6-8. Currently, there are 98 students enrolled in a business or technology class. Twenty-two of those students that are members of FBLA but only 10 students that actively participate in the club's activities.

ABC Middle School has approximately 23 groups that students can join. These include athletic, music, theater, arts, technology and community service organizations. Students may participate in more than one organization if their time allows.

## Target Audience:

We will target students currently enrolled in business and technology classes.

## Strategies

- Promote a membership drive campaign to promote the benefits of FBLA:
  - connect with other students
  - develop leadership skills
  - serve the community
  - gain experience to add to your student resume
  - helps to discover your passions, strengths and talents
  - it's fun
- Use a variety of media, e.g., video, social media, flyers, to share the information.

## Timeline

- September – create marketing materials
- October 1<sup>st</sup> – 15<sup>th</sup> – share message through a variety of formats

## Individual Responsibilities

- Video announcement – Dillon and David
- Flyers – Michael, Sue and Robert
- Social media – Alison, Tom and Tonya

# EXPLORATORY TASKS STUDENT SAMPLES

## CLUSTER: Marketing

### PATHWAY: Professional Sales Pathway

Sales professionals work to manage clients and customers, find new sales leads and manage products or brands. They may sell to individuals or businesses.

**EXPLORATORY TASK:** Your swim team is selling t-shirts to raise money to attend the regional finals. There are 20 members on the team. The fee for each member is \$50. Your cost is \$5 per shirt. Create a sales plan to determine how:

- Much to charge per shirt
- Many shirts each member will need to sell at that price
- Many shirts to order from the company

**OBJECTIVE:** Introduce students to the different components of sales, e.g., research, planning, implementation, evaluation.

#### TEACHER SUPPORT:

- Collaborate with a sales professional or a CTE business or marketing teacher.

#### STUDENT SUPPORT:

- Provide links, examples, checklist and/or a template for students to use.

#### LEARNING EXTENSIONS:

- Invite a sales professional or a CTE business or marketing teacher to discuss to the different components of sales, e.g., research, planning, implementation, evaluation.
- Lead a discussion connecting school subjects and this pathway.
- Lead a discussion about personal qualities of a marketing professional.
- Identify and research a career within this pathway.

#### CONNECTIONS TO KENTUCKY ACADEMIC STANDARDS

- Career Studies: ES.M.8, ES.M.9, C.M.5
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#### NOTE:

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- The sample included in this pathway is a teacher created model.

# ABC Swim Team Marketing Plan

## Summary

The ABC swim team will be attending the regional finals on May 3. The registration fee is \$50.00 per student. The team is planning a fundraiser to cover the registration costs for each member.



## Target Goal

With 20 members on the swim team, the total registration cost will be \$1000.00.

## Strategies

Promote an ABC Middle School t-shirt sales campaign. Each member will be responsible for selling the number of t-shirts required to cover the costs of their registration fee.

## Research:

XYZ printing will create a custom design and print t-shirts at a cost of \$6.25 each. The team needs to decide on a selling price for the t-shirts.

Cost per shirt	Profit per shirt	Number of shirts per member
\$6.25	If we sell at \$10.00 – \$3.75	14 x \$3.75 = \$52.50
\$6.25	If we sell at \$12.00 – \$5.75	9 x \$5.75 = \$51.75
\$6.25	If we sell at \$15.00 – \$8.75	6 x \$8.75 = \$52.50

## Action Plan

- Team members vote on selling price.
- Order required number of t-shirts.

## Timeline

- February 1<sup>st</sup> – 15<sup>th</sup> – collect t-shirt orders and money
- March 1<sup>st</sup> – 15<sup>th</sup> – deliver t-shirts
- March 28 – registration fee is due

## Individual Responsibilities

- T-shirt design – Angela, Zoe, Todd, Kelsey
- T-shirt distribution – Greta, Brittany, George, Dan
- Financial records – Randy, Ronnie, Bob, Mr. Wilson

## Is a Career in Marketing, Sales & Service for Me?

Would you be interested in a career in Marketing, Sales & Service? Below are knowledge and skill statements related to the careers in this cluster. Read each statement. Decide if this describes you by checking the Yes, No or Maybe box.

THINGS I LIKE TO DO	YES	NO	MAYBE
Shop and go to the mall	X		
Be in charge	X		
Make displays and promote ideas			X
Give presentations and enjoy public speaking			X
Persuade people to buy products or to join an activity			X
Communicate my ideas to other people	X		
Take advantage of opportunities to make extra money		X	
PERSONAL QUALITIES THAT DESCRIBE ME	YES	NO	MAYBE
Enthusiastic			X
Competitive	X		
Creative		X	
Self-motivated	X		
Persuasive	X		
SCHOOL SUBJECTS THAT INTEREST ME	YES	NO	MAYBE
Language arts		X	
Math		X	X
Business education and/or marketing	X		
Economics			X
Computer applications			X

**Did you check YES most often?** If so, continue to explore careers and opportunities in this cluster. And don't forget to focus on your language arts, math and computer classes to build the academic skills you need for these careers.

**Did you check NO most often?** If so, don't worry. There are hundreds of jobs to explore in the other 15 career clusters.

**Did you check MAYBE most often?** If so, continue to explore in this cluster as well as investigating how your skills and interests may be a good match in other clusters.