MARKETING 101

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Marketing strategies are the decisions made to execute the marketing plan and meet the goals of the business.

- Outline the who, what, where, and how of the marketing process
- Include:
  - establishing marketing goals
  - identifying the target market
  - defining components of the marketing mix
  - defining the product positioning
MARKETING GOALS

A goal of marketing is to meet customer needs and wants. A need is something necessary for survival, such as food, clothing, or shelter. A want is something that a person desires but could live without. A goal of marketing is to provide products customers can and will buy. A product is a good, a service, or an idea. A good is a physical item that can be touched. A service is an action that is done, usually for a fee. An idea is a concept, a cause, an issue, an image, or a philosophy. Marketing takes on risks and responsibilities of getting others to buy products.

Definitions from Marketing Dynamics GW book
A target market is the specific group of customers whose needs and wants a company will focus on satisfying.

- Opposite of a mass market
- The people at whom a company aims to sell its goods and services
- The people most likely to buy the products
- **Product** – What a company is offering for sale to customers to satisfy their needs and wants. Includes goods and services.
- **Price** – The amount of money consumers will pay for a product.
- **Place** – The way products are distributed and their systems of delivery. Includes how, when and where the product will be distributed, and where to purchase an item.
- **Promotion** – Any form of communication that a business or organization uses to inform, persuade, or remind people to buy its product. (i.e advertising, publicity, visual merchandising & personal selling)
MARKET SEGMENTATION

- Demographics – Personal characteristics such as age, gender, income, ethnic background, education, religion, occupation, and lifestyle.
- Geographic – Statistics about where people live. Could include region, city, county, and climate.
- Psychographics – Social and psychological characteristics such as attitudes, interests, and opinions.
- Behavioral – Analyzing customers with regard to sales generated, shopping patterns, as well as purchase decision-making processes such as brand loyalty, special occasion purchases, etc.
A brand is a name, term, or design that sets a product or business apart from its competition
- A result of everything a customer sees, hears, and experiences about a company or product
- Created through tangible and intangible elements

Graphic design elements
- A logo is the picture, design, or graphic image that represents a brand
- Also called a brand mark
- Can be a symbol or the name of the company or product

A trade character is an animal, a real or fictional person, or an object used to advertise a good or service

Definitions from Marketing Dynamics GW book
A competitive analysis compares the strengths and weaknesses of a product or company that competes with a business.

- Lists information about competitors.
- Used to analyze strengths and weaknesses of the competition.

Definitions from Marketing Dynamics GW book.
Entrepreneurship is the willingness and ability to start a new business. An entrepreneur is a person who starts a new business.

- **Rewards of entrepreneurship**
  - Being your own boss
  - Taking advantage of your earning potential
  - Enjoying your career
  - Making a difference in the world

- **Risks of entrepreneurship**
  - Being responsible for the success or failure of the business
  - Working long hours
  - Risking personal finances

- **Traits** are behavioral and emotional characteristics that make each person unique.
- **Personality traits** are qualities related to a person’s mind or character.
- The **five Ps of entrepreneurship** are passion, perseverance, persistence, planning, and problem solving.
- **Self-assessment** is the process of an individual evaluating his or her aptitudes, abilities, values, interests, and personality.

Definitions from Marketing Dynamics GW book
GOALS, OBJECTIVES, AND STANDARDS

Goal: My goal is for you to learn how to create a project for students to develop a marketing strategy and create the branding for a retail store.

Curriculum:
Marketing 9200500
Fashion Marketing 8806000

Marketing Standards:
5.9 Explain marketing strategies and marketing concepts
5.14 Explain the 4 Ps of marketing
17.1 Explain Entrepreneurship
17.3 Explain the role of an entrepreneur
34.1 Types of businesses
25.7 Develop a business plan
42.1 Determine the store image
COURSE OVERVIEW

A. They will do extensive research and reading on how to create a retail store brand.

B. They will create their marketing strategy. In their marketing strategy, they will include the following:
   - Marketing Mix (4 Ps of Marketing)
   - Marketing Objectives
   - Competitive Analysis
   - Segmentation, Targeting, & Positioning
   - Content Creation (ex. photos for social media)

C. Then, they will work on the branding and create a logo for their retail store. Next, they will design a t-shirt that would be sold in their retail store and bring their project to life!

D. Finally, they will create a retail store inside of a shoebox that will display their store branding and logo.
LESSON PLAN

TOPIC: MARKETING 101

STANDARDS:
- 5.9 Explain marketing strategies and marketing concepts
- 5.14 Explain the 4 Ps of marketing
- 17.1 Explain Entrepreneurship
- 17.3 Explain the role of an entrepreneur
- 34.1 Types of businesses
- 25.7 Develop a business plan
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SUBJECT: MARKETING ESSENTIALS

LESSON OVERVIEW:
By the end of the lesson, students will learn about branding and marketing strategies for creating their own brand.

ACTIVITIES
- Shirts Project: students will create a T-shirt design based on their branding research
- Shoebox project: students will create their retail brand in a shoebox
- Photoshoot: students will create a photoshoot with their T-shirt

OBJECTIVES

Objective 1: Introduction to the 4 Ps of Marketing: Students will look at different aspects of marketing including product, price, place, and promotion.

Objective 2: Marketing Objectives: Students will decide which marketing objectives best suit their brand and will write out a plan.

Objective 3: Competitive Analysis: Students will evaluate their competitors and their products to come up with strategies to stay competitive.

Objective 4: Segmentation Targeting: Students will identify their target market and decide how to segment them.

Objective 5: Positioning: Students will create a positioning statement for their brand to define their target market.

Objective 6: Create: Students will design their retail shoebox

Objective 7: Create: Students will design their t-shirts.

Objective 8: Create: Students will create their photoshoot photos.

Objective 7: Share/Present: Students will submit their portfolio photos to the teacher for review. They will then present their findings and ideas in the classroom and participate in a Q&A session with the teacher.

MATERIALS
- Shirts
- Materials for shirts
- (can be donated)
- Materials for shoebox
- (can be donated)
- Book Fashion Marketing or Marketing Dynamics starting at on alibris.com (free trial on G-W books that includes powerpoints)
- Special Guest: retail/boutique store owner
YOUR GO TO
RESOURCE LIST

FASHION MARKETING AND MERCHANDISING BOOK BY MARY G WOLFE
MARKETING DYNAMICS BOOK BY CINDY QUINLAN ETC.

MICHAELS, JOANNS FABRICS AND HOBBY LOBBY (FOR THE SHIRTS)

EDFUND WAREHOUSE OR AMAZON (FOR T-SHIRT CRAFTS)

CANVA (DESIGN) AND YOUTUBE (HOW TO VIDEOS)
STUDENT SAMPLES
CREATING A LOGO WITH CANVA

Step 1.

Step 2.

Step 3.
• Start with a shoe box
• Put the top of the box on the bottom and glue together
• Create the cash wrap, clothing racks, fitting rooms and/or any store decor
• Create the store logo and put it in a visible area
• Decorate as you like depending on your store brand!
First sketch out your t-shirt design
Start with a plain t-shirt
Use fabric markers, fabric paint and or patches to design your branded shirt
Decorate any way you want with supplies and make sure that it is all on brand!
• Using your T-shirt design create a photo shoot that will be used to advertise your brand
• Find a location that is well lit and matches your brand look
• Take photos with your product
• Choose the best photos
• Edit photos
• Upload photos