

Weekly Outline **Suggested Mod 5**

Week of: _____

Topic Name: **Marketing**

Objectives:

- To set business goals including ad sales, and yearbook sales
- To create and execute ads and yearbook campaigns
- To create marketing success using social media

Possibly Lessons:

Day 1: Video/PowerPoint of Mod 5 Marketing with Follow-up handout and discussion (**Located in PowerPoint and Video AND Handouts Mod 5 Marketing**, Read and discuss Mod 5 Part 1 Budget. Complete Part 1 Budget handout by using financial numbers of your school or the example school on the worksheet.

Days 2: Handout and discussion of creating a market plan. Use **Mod 5, Part 2** to help with your market planning.

Days 3: It is time to work on your market calendar for the school year. Use **Mod 5: Part 3 Creating Marketing Calendar**. The handout will allow you to think and brainstorm your activities for the year as well as complete a one-month calendar for posting vs traditional selling methods.

Day 4: Do not forget the importance of all calls. Review the information on **Mod 5 Part 4 All Calls**. Create your call script and discuss with adviser or a classmate.

Day 5-7: There are three exercises using social media for selling. **Mod 5, Part 5** focuses on your social media goals and guidelines. Create a marketing video by using Animoto, Meme Generator, or Animated GIF Maker in **Mod 5, Part 6**. In **Mod 5, Part 7**, use Canva and create a media post. All of these exercises will help you with your social marketing goals for the year.

Day 8: Do not forget about selling ads for your yearbook program. With **Mod 5, Part 8**, practice role playing of ad selling and answer the questions to typical objections during the ad selling process. Adapt as needed.

Day 9 and 10: There are two traditional quizzes. One quiz is **Mod 5 Budget** and the other one is **Mod 5 Marketing**. You can find these two quizzes in the **Evaluation Folder**. Also, create a social media (senior) video using Animoto. The exercise could be used as a post, card, or ad. It is in the **Evaluation Folder**.

Mod 11: Assessment and Review both Student and Teacher Version (**Assessment Folder**) What I learned (**Assessment Folder**).

Additional work if Wanted or Needed: In the **Resource Folder**, you will find all the materials needed for selling business ads, understanding social media and Canva, and using Walsworth's marketing materials. The Yearbook Suite-Marketing PDF provides additional information and exercises.

Resources:

Business Ads-Rate cards, letters, and traditional selling materials

Canva

Order Forms Ads and Yearbooks

PEP information

Social Media information and examples

Walsworth's material-Marketing Plan, checklist, and survey example