Consumer Math / Monopoly Class

**Marketing Product Project**

**Due April 1, 2014**

Students will pick a product that they will put together a report and presentation on based on our class discussion of marketing. Students will present their presentation from their report in class on April 1. The student should have at least one visual aid. The student can use any type of visual aid for this project (examples include but are not limited to poster board, PowerPoint presentation, video, sample of product). Students will need to bring any materials needed for their presentation to class that day.

Items the presentation/report will need:

* Product Name
* Product Logo
* Product Description
  + Describe packaging
  + Does the product come in different sizes, shapes, and or colors?
  + Does the company sell other products?
  + Does the product have a slogan?
* Where is the product sold?
* How much does each product cost?
* Does the company have a website?
* What other information do you know about the company and product?
* Samples or examples of marketing of the product
* New flyer, print advertisement, or video student made for the product
* Student will need to answer the following questions:
  + In the advertising for this product, which type of advertising technique are they using?
  + In the advertising I created for this product, which type of advertising technique am I using?

We will not have class on March 25 so this will give the students two weeks to complete this project. If you have any questions, please let me know.

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Consumer Awareness – Marketing Notes / Vocabulary - March 18, 2014

**Consumer -** a person who purchases goods and services for personal use

Synonyms include purchaser, buyer, customer, and shopper

5 P’s of Marketing

1. Product –
2. Price –
3. Place –
4. People –
5. Promotion -

Some Common Advertising Techniques

1. Information -
2. Status – “Ideal Family”
3. Peer Approval –
4. Hero Endorsement – “Star Power”
5. Entertainment –
6. Intelligence –
7. Independence –
8. Unfinished Comparison –
9. Heart Strings –

Sales Techniques

1. Guarantees –
2. Scarcity –
3. Perceptual Contrast –
4. Scientific or numerical claims –
5. Negative opinion –

Unethical techniques –

1. “bait and switch” –
2. Using fears -
3. Supermarket specials –
4. Out-of-context quotations –