



Title: Introduction Activity: Marketing Career Cluster

Grade: 6

Career Development Model:

Career Exploration

Nebraska Career Readiness Standards:

- Manages personal career development

Objective:

- Students will identify career opportunities and job titles of the Marketing career cluster.

Materials and Supplies Needed:

- Copies of "Sell Us Something!" handout
- Posters of each career
- Computer and printer (or access to one)
- Extra paper
- Coloring utensils for some groups
- If including step 1 (optional) below, you'll need a brown paper bag or gift bag that can be stapled shut and a roll of toilet paper

Class Instructions:

Time: 30 - 40 Minutes

Optional: Start with the Toilet Paper Salesperson activity. Allow 2-3 minutes for the questioning period.

1. Ask the students to describe a time when they tried to sell something or convince someone to do something.
2. Let the students know that, in a few moments, they'll be taking on roles of careers that relate to marketing.
3. Explain that, in a big way, marketing involves "selling" someone a product, but not always in the way they may think. Lots and lots of research and planning go into a product before it ever comes close to a store shelf or the hands of a salesperson. Today will provide a sneak peek at some of that research and planning.

4. Divide your class into eight groups and assign each group a specific career. (Note: If you have a small class, discard a few of the careers to keep things manageable.)
Hint: Write each career on a single piece of paper, place them throughout the classroom, and then send each group to a different career.
5. Hand out the "Sell Us Something!" handout to each group.
6. Have one representative from each group present their product, pitch, or findings at the end of the activity. Let them know they will have 1-2 minutes to present.
7. Continue to encourage careers in Marketing.

OPTIONAL ACTIVITY: Toilet Paper Salesman

1. Put some toilet paper inside a bag. Make sure the toilet paper cannot be seen or felt.
2. Choose one volunteer and send him/her out in the hall.
3. Explain to this volunteer that s/he must sell what's inside this bag. The volunteer doesn't know what's inside, so s/he must use his/her best sales approach to sell the product. The rest of the class will be asking the volunteer questions about the product, so s/he needs to answer them to the best of his/her ability.
4. While the volunteer is in the hall, explain to the class that s/he will be selling them toilet paper, but that s/he has no idea that it's toilet paper.
5. Have the class brainstorm questions they could ask without giving away the actual product.
6. Bring the volunteer back in and have him/her try to sell the product.
7. After a few minutes, ask if the volunteer can guess what they're trying to sell.

Credits/Sources:

Nebraska Career Education

Sell Us Something!

Directions: You have been assigned a specific career within the marketing field. Your job is to read the goal of your career and put it into action with the help of each group member.

Important: Assign a secretary to take notes of your meeting. The secretary must record what each person has contributed, so no slacking!

Graphic Artist

First, pick a product from your classroom. It can be anything in the room. Your goal is to promote this product to the rest of your classmates. When your presentation is done, you will want your classmates to go out and buy your product! You must use a computer to design your promotion; you can use images, words, or motion graphics.

Sales Representative

Find a product in your classroom you think your classmates would want to buy and create a sales pitch for it. Your goal is to create a 30- to 60-second sales pitch for your product.

Telemarketer

Your goal is to sell a product or service over the phone. You can choose a product from your classroom or potentially come up with a charity to which you want people to contribute. Write out a script of what your phone call may sound like. Think about how you might respond to different responses you may encounter.

Business Development Manager

Your goal is to develop a new business and convince people to invest in it. Come up with a business name, what kind of business it will be, and what kind of products you might be selling. Also, think of how many employees you would need and what kind of people you would want to employ. Be ready to present your "Business Plan" to the class.

Advertising Manager

The goal of your group is to create an advertisement to sell a product. Choose a product from your classroom and decide how you want to advertise it. You can come up with a TV ad, a radio ad, a magazine ad, or even create a jingle. (Note: You may also want to find out which option would be most popular with some of your classmates.)

Marketing Agency Manager

In this group, you'll be conducting interviews of potential employees for a marketing position. First, as a group, come up with characteristics you would like to see in your employees. Then, determine some related interview questions. Finally, have the teacher-appointed interviewer start interviewing group members for a marketing position.

Buyer Agent

Your task may be difficult, but it's very important! Your goal is to find out what the current trends are and what your customers like to eat for lunch. First, your group must create a list of questions about what your classmates like to eat. Then, very quietly and politely, start to ask some of your classmates these questions. After you have finished interviewing, compile your findings and figure out what products you think the school should sell for lunch. Be prepared to report your findings.