



FOR EXCELLENCE IN MIAMI-DADE PUBLIC SCHOOLS

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Ideas with
IMPACT

COLLEGE PREPARATION

**Marketing
Strategies 101**

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MARKETING 101

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MARKETING

STRATEGY



- 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

TARGET MARKET



- 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

4 PS OF MARKETING



- 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.

CREATING A BRAND



- 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

COMPETITIVE

ANALYSIS



- 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

ENTREPRENEURSHIP



- 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



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: MARETING 101

SUBJECT:MARKETING ESSENTIALS

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

LESSON

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

OVERVIEW:

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

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**

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.

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)



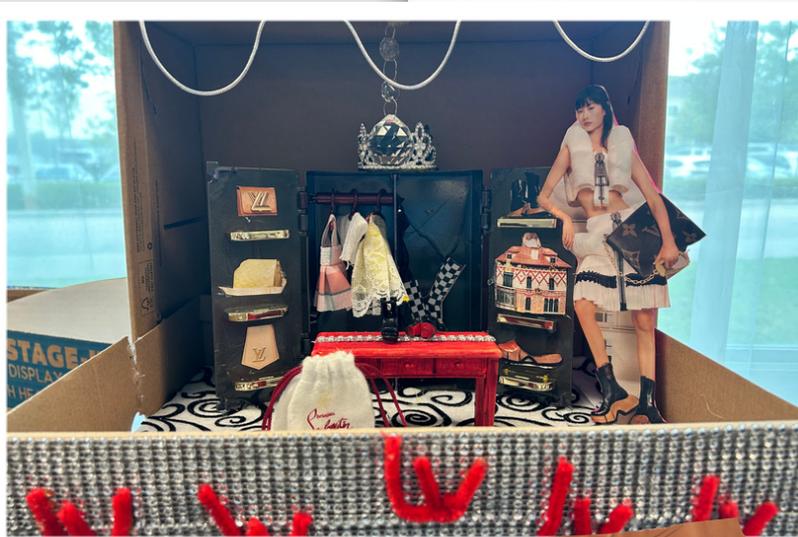
EDFUND WAREHOUSE OR AMAZON
(FOR T-SHIRT CRAFTS)



CANVA (DESIGN) AND YOUTUBE (HOW
TO VIDEOS)



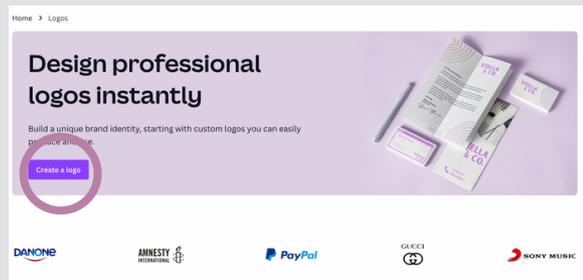
STUDENT SAMPLES



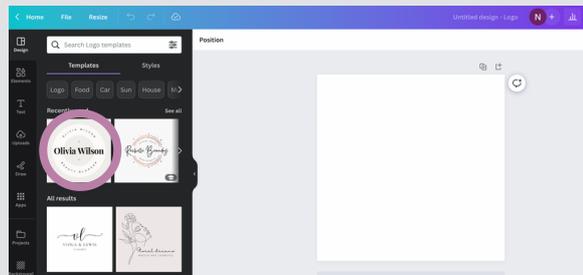
CREATING A LOGGO WITH CANVA



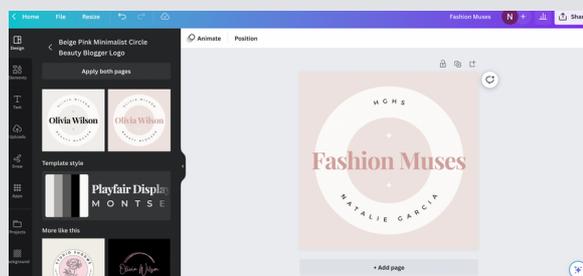
Step 1.



Step 2.



Step 3.



SHOE BOX PROJECT



- 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!

T-SHIRT PROJECT



- 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!

PHOTO SHOOT PROJECT



- 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