

Andrew White, Andrew White Guitars 3-5 Lesson

Young Entrepreneurs in Action: Andrew White
Video Link: <http://youtu.be/a5Un01YOvIc>

OVERVIEW:

Students will learn about marketing and reaching a specific audience with your product.

NEXT GENERATION STANDARDS:

ELA.3.W.C9.2 write informative/explanatory texts to examine a topic and convey ideas and information clearly

- introduce a topic and group related information together; include illustrations when useful to aiding comprehension.
- develop the topic with facts, definitions, and details.
- use linking words and phrases (e.g., *also*, *another*, *and*, *more*, *but*) to connect ideas within categories of information.
- provide a concluding statement or section.

ELA.4.W.C9.2 write informative/explanatory texts to examine a topic and convey ideas and information clearly.

- introduce a topic clearly and group related information in paragraphs and sections; include formatting (e.g., headings), illustrations and multimedia when useful to aiding comprehension.
- develop the topic with facts, definitions, concrete details, quotations or other information and examples related to the topic.
- link ideas within categories of information using words and phrases (e.g., *another*, *for example*, *also*, *because*).
- use precise language and domain-specific vocabulary to inform about or explain the topic.
- provide a concluding statement or section related to the information or explanation presented.

ELA.5.SL.C14.1 report on a topic or text or present an opinion, sequencing ideas logically and using appropriate facts and relevant, descriptive details to support main ideas or themes; speak clearly at an understandable pace. **(CCSS SL.5.4)**

ELA.5.SL.C14.2 include multimedia components (e.g., graphics, sound) and visual displays in presentations when appropriate to enhance the development of main ideas or themes. **(CCSS SL.5.5)**

ENTREPRENEURSHIP STANDARDS:

C.11 Describe marketing functions and related activities

K.18 Determine underlying customer needs/frustrations

L Marketing Management Understands the concepts, processes, and systems needed to determine and satisfy customer needs/wants/expectations, meet business goals/objectives, and create new product/service ideas

LEARNING OBJECTIVE(S):

Students will understand the function of marketing in businesses. They will construct a basic marketing plan for Andrew White Guitars.

MATERIALS:

For older grades, technology may be used for research and creating a digital marketing plan (based on grade level and available technology)

ACTIVITIES:

1. Show the Andrew White video.
2. Lead a full group discussion with the following questions:

What does Andrew sell?

(He sells guitars that he makes himself.)

If you were selling guitars, what kind of people would buy them?

(Musicians or people who play guitar)

So you would need to find musicians or people who play guitar and make them want to buy your product. This is called marketing. In marketing, you let people know about your product or service so that they want to buy it. If people don't know you sell guitars, they would never come to you to buy one.

So how do you think Andrew could find people to buy his guitars?

(ideas- find people that play guitar, figure out where musicians would be so that you can let them know you are selling guitars, etc.)

So when, you see something that you want someone to buy for you, where do you see it?

(TV commercials, school, flyers, social media, websites, toy books, friends talking about it, etc.)

Make sure you give them many ideas here so they have creative ideas for their marketing plans.

3. Break students into small group of 2-3 students or let students work alone. Allow them to create a basic marketing plan to help Andrew White sell his guitars. Think about places to advertise, create ads, etc. Students should be as creative as possible. Older students should research marketing ideas online if possible to add to their knowledge of the topic.
4. Have each group or individual share their plan with the class including any ads or creative media they create.

Follow-up Discussion Question(s)

1. What did you learn from this activity?
2. What other types of products would your plan work for? (ex. Other musical instruments)
3. What did you learn about marketing that you notice in your own life? For example, are you looking at ads and commercials differently now? If so, why?