

## Ben Queen, Ben Queen Photography 3-5 Lesson

Young Entrepreneurs in Action: Ben Queen  
Video Link: <http://youtu.be/pjtDv4JBCnc>

### OVERVIEW:

Students will learn about what it means to market a product through social media.

### NEXT GENERATION STANDARDS:

**ELA.3.W.C10.1** with guidance and support from adults, produce writing in which the development and organization are appropriate to task and purpose. (Grade-specific expectations for writing types are defined in objectives in Text Types and Purposes.) **(CCSS W.3.4)**

**ELA.3.W.C10.3** with guidance and support from adults, use technology to produce and publish writing (using keyboarding skills) as well as to interact and collaborate with others. **(CCSS W.3.6)**

**ELA.4.W.C10.1** produce clear and coherent writing in which the development and organization are appropriate to task, purpose, and audience. (Grade-specific expectations for writing types are defined in objectives in Text Types and Purposes.) **(CCSS W.4.4)**

**ELA.4.W.C10.3** with some guidance and support from adults, use technology, including the Internet, to produce and publish writing as well as to interact and collaborate with others; demonstrate sufficient command of keyboarding skills to type a minimum of one page in a single sitting. **(CCSS W.4.6)**

**ELA.5.W.C10.1** produce clear and coherent writing in which the development and organization are appropriate to task, purpose, and audience. (Grade-specific expectations for writing types are defined in objectives 1–3 in Text Types and Purposes.) **(CCSS W.5.4)**

**ELA.5.W.C10.3** with some guidance and support from adults, use technology, including the Internet, to produce and publish writing as well as to interact and collaborate with others;

demonstrate sufficient command of keyboarding skills to type a minimum of two pages in a single sitting. (CCSS W.5.6)

### ENTREPRENEURSHIP STANDARDS:

C.11 Describe marketing functions and related activities

D.02 Apply effective listening skills

### LEARNING OBJECTIVE(S)

Students will understand social media marketing and be able to describe through writing what it means to market a product or service using social media and technology.

### MATERIALS:

Writing tools and technology resources.

### ACTIVITIES:

1. Show the Ben Queen video.
2. Lead a full group discussion with the following questions:

*What does Ben sell?*

(He sells pictures that he takes of other kids. Give the kids examples of someone taking pictures of them playing soccer or t-ball)

*Why do you think people want to buy Ben's pictures?*

(Parents like to have pictures of their kids. Ask the kids if their parents like pictures of them.) Have kids talk about other reasons people would want to buy pictures.

*How did Ben use the Internet to sell his pictures?*

Talk about how Ben posted the pictures online using social media. When parents and other people saw the photos, they wanted to purchase them.

*What do you know about social media?*

Have students name Facebook, Twitter, etc. Talk about their experience and that of their parents or others around them. Usually, people use them for purely social reasons. How can you use them to promote your business or sell a product?



3. Have students come up with a product or service they can market via social media. Each student should write a paper that tells what their product or service is and how they plan to use social media to sell the product. For older students, have them create a schedule of posts for Facebook that they will run on their product based on the research they perform.