

Lesson Plan – Marketing Yourself

Course Title: Marketing

Session Title: Marketing Yourself

Performance Objective:

- Upon completion of this lesson, the student will explain the importance of marketing for individuals.

Specific Objectives:

- Students will explain how individuals market themselves every day.
- Students will describe characteristics for a professional personality.
- Students will explain how marketing relates to the job search and career development.
- Students will describe the importance of self-confidence and positive attitude.
- Students will explain how the resume is a personal advertisement.

Preparation

TEKS Correlations:

This lesson, as published, correlates to the following TEKS. Any changes/alterations to the activities may result in the elimination of any or all of the TEKS listed.

- **124.32(c)(8)(A)**
...identify and practice effective interpersonal and team-building skills involving situations with co-workers, managers, and customers.
- **124.32(c)(8)(B)**
...develop short- and long-term personal goals.
- **124.32(c)(8)(D)**
...participate in leadership and career development activities (such as DECA and local chambers of commerce).
- **124.32(c)(10)(A)**
...collect and analyze self-assessment information, including interests, aptitudes, and personal traits.
- **124.32(c)(10)(B)**
...research and assess employment trends in marketing careers.
- **124.32(c)(10)(C)**
...model the steps for locating and securing employment.
- **124.33(c)(30)(A)**
...identify employee and management actions as well as attitudes that result in customer satisfaction.
- **124.33(c)(30)(B)**
...describe how customer service and follow-up are major factors for success in marketing.

Interdisciplinary Correlations:

English:

110.42(b)(6)(A) – Vocabulary Development

...expand vocabulary through wide reading, listening, and discussing.

110.42(b)(6)(B) – Vocabulary Development

...rely on context to determine meanings of words and phrases such as figurative language, idioms, multiple meaning words, and technical vocabulary.

110.42(b)(7)(F) – Reading/comprehension

...identify main ideas and their supporting details.

110.42(b)(7)(G) – Reading/comprehension

...summarize texts.

110.42(b)(7)(J) – Reading/comprehension

...read silently with comprehension for a sustained period of time.

Accommodations for Learning Differences:

For ED, ESL, LD, Special Ed, at Risk, 504, etc. allow the following:

1. Allow students less than best responses to vocabulary and assignment sheets.
2. Allow students more errors on research and PowerPoint presentations.

Teacher Preparation:

References:

1. Marketing Yourself, Cengage South-Western Publishing
2. Marketing, Third Edition, James L. Burrow, South-Western Cengage Learning
3. Marketing Essentials, McGraw Hill
4. USA Today and local newspapers

Instructional Aids:

1. Marketing Yourself PowerPoint presentation
2. Marketing/Packaging Yourself Project
3. Marketing/Packaging Yourself Project Rubric
4. Resume Project
5. Resume Project Rubric
6. Mock Interview Rubric
7. Marketing Yourself Workplace Project
8. Marketing Yourself Workplace Project Rubric
9. In Style Business Attire Project
10. In Style Business Attire Project Rubric
11. Internet

Materials Needed:

1. Construction paper
2. Scissors and glue
3. Poster board
4. Newspapers

Equipment Needed:

- 1. Computers for students to complete projects.
- 2. Projector for PowerPoint presentations.

Learner Preparation:

- 1. Students will prepare a Top Ten List of their greatest personal characteristics.
- 2. Students will list a career that they plan to pursue. Then they will list what education, personal characteristics, and other criteria are necessary to successfully land this career.

Lesson Plan

Introduction (LSI Quadrant I):

- 1. Education and good grades are important elements for successful careers. Experience in the field, professional involvement in organization and an outgoing personality are also elements necessary for success. Ask students to develop a roadmap for their lives. The map should include high school, extra curricular activities, work/intern experiences, college, and other preparation for success. The roadmap should include dates and possible detours to the road to professional success.
- 2. Ask students why it is important to become actively involved in professional organizations like DECA. Some of the top responses should include professional, vocational, and social value. Equally important is the opportunity to network with numerous other professionals.


Important Terms for this Lesson:








- Self-aware-understanding the various factors that shape your personality
- terminal values-values that are an end in themselves
- instrumental values-behaviors such as honesty or perseverance that help you obtain terminal values
- networking-associating with other professionals for personal and professional benefit

Outline



Outline (LSI Quadrant II):

Instructors can use the PowerPoint presentation, slides, handouts, current events, the Internet, and note pages in conjunction with the following outline.










MI	Outline	Notes to Instructor
	I. Personal Marketing is a Daily Event A. in the classroom and to your teacher and administrators B. at home to parents, family and friends C. at work to obtain the job, capture the promotion, make the sale D. in public	Ask students to write a paragraph that describes their personal marketing package. Ask students to list their strengths and areas

	<p>E. networking with other professionals</p>	<p>needing improvement.</p>
 	<p>II. Characteristics of a Professional</p> <ul style="list-style-type: none"> A. Confident B. Good Listener C. Polite-follows business etiquette D. Good Public Speaker E. Well educated and willing to continue education F. Team player G. Accepts constructive criticism H. Avoids judging others I. Willing to listen to others ideas J. Works to resolve conflict 	<p>Explain how some highly educated doctors need a lesson in proper bedside manners or business etiquette. Explain the importance of positive communication with the customer.</p>
 	<p>III. Marketing and the Job Search</p> <ul style="list-style-type: none"> A. Packaging and presenting yourself B. Maintaining a professional look/image C. Making positive first impressions D. Demonstrating professionalism at all times E. Demonstrating proper business etiquette 	<p>Explain the importance of body language. Then ask students what the following body language activities mean; sighs-boredom and not listening, folded arms-defensive and not listening rolling eyes-disrespect, lack of eye contact-lack of confidence.</p>
 	<p>IV. Self Confidence and Positive Attitude</p> <ul style="list-style-type: none"> A. positive attitude-most important factor in hiring entry-level candidates (National Center on Educational Quality of the Workforce) <ul style="list-style-type: none"> 1. education 2. optimistic attitude 3. positive self talk 4. positive communication 5. positive body language <ul style="list-style-type: none"> a. stand up straight when speaking b. give good eye contact c. listen carefully to others 	<p>Ask students if they would rather talk or listen. Then explain how listening is one of the weakest skills resulting in communication breakdown. Ask students if they were an employer what they would list as their top 5 expectations of an employee.</p>

	<p>d. monitor yourself for annoying habits</p> <p>6. positive work habits</p> <p>a. be courteous to others</p> <p>b. do not argue about unimportant issues</p> <p>c. do not be afraid to accept blame</p> <p>d. volunteer for unwanted tasks</p> <p>B. Self Confidence</p> <p>1. directly related to self esteem</p> <p>2. healthy attitude without being obnoxious to others</p>	
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 	<p>V. Resume-Your Personal Inventory</p> <p>A. Personal information</p> <p>B. Education</p> <p>C. Work experience</p> <p>D. Extra-curricular activities</p> <p>E. Personal strengths</p> <p>F. Career goals</p> <p>G. References</p>	<p>Give students a resume with the main categories and open space. Students must fill in their personal information in the blank spaces in order to begin the resume process.</p>
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Copy and paste Multiple Intelligences Graphic in appropriate place in left column.

								
Verbal Linguistic	Logical Mathematical	Visual Spatial	Musical Rhythmic	Bodily Kinesthetic	Intra-personal	Inter-personal	Naturalist	Existentialist

Application

Guided Practice (LSI Quadrant III): Go over an example of a resume for high school students. The resume should include professional goal, personal information, education, work experience, extracurricular activities, personal interests and skills, and references. Students will use this sample when preparing their personal resume. Ask students why first impressions are so important. Then have students describe how they will dress for an interview to relay the correct signal to the prospective employer

Independent Practice (LSI Quadrant III):

1. Students will produce a resume using the Resume Project guidelines and Resume Project Rubric.
2. Students will successfully complete a mock interview with an individual from the business community using the Mock Interview Rubric.
3. Students will complete the Marketing Packaging Yourself project (attached

document with directions) and evaluation using the Marketing Packaging Yourself Project Rubric.

4. Students will complete the Marketing Your Workplace Project (see attached document with directions) and use the Marketing Your Workplace Project Rubric for evaluation.
5. Students will complete the In Style Business Attire Project (see attached document with directions) and In Style Business Attire Project Rubric for evaluation.

Summary

Review (LSI Quadrants I and IV):

Q: Why is marketing important for individuals?

A: Every day individuals must market themselves.

Q: Why is the first impression so important?

A: The first impression is a lasting impression. You may not get a second chance to make a different impression.

Q: How is the resume a marketing device?

A: The resume sells your qualifications.

Q: What are two important tips before going to the interview?

A: Research the company to be knowledgeable and dress for professional success with good grooming.

Evaluation

Informal Assessment (LSI Quadrant III):

1. Instructor will observe students during Independent Practice assignments, and class participation during Introduction discussion and PowerPoint discussions.
2. Instructor will assist individuals as needed.

Formal Assessment (LSI Quadrant III, IV):

Use the Resume Rubric and Mock Interview Rubric to evaluate the resume and mock interview. The Marketing and Packaging Yourself Project will also be evaluated using Marketing and Packaging Yourself Project Rubric. Marketing Your Workplace Project Rubric is provided to evaluate the Marketing Your Workplace Project. The In Style Business Attire Project is evaluated using the In Style Business Attire Project Rubric.

Resume Project

Name _____

Student resumes should include contact information, job objective, education, related coursework, extra-curricular activities and community service, related experience, and references.

Use the resume in your textbook, sample resume in WORD templates, or sample resume on the Internet to develop your personal resume.

Your resume must include all of the sections listed in paragraph one.

Write a rough draft of the resume first and then type an error-free copy. Make sure to include all of your strengths (examples: bi-lingual, keyboarding and computer skills, telephone skills, etc.) You must include the professional relationship and telephone numbers of all references. References should be contacted in advance to grant permission to list their names on the resume.

Resume Rubric

Student Name: _____

CATEGORY	20	15	10	5
Contact Information	Included Name, Address, Telephone Number, E-mail Address in a Proper Format	Included Name, Address, Telephone Number, E-mail Address in	Incomplete Contact Information, missing one or two essential parts	Incomplete Contact Information, missing more than two essential parts
Education	Listed in reverse chronological order, included related coursework and related experience	Listed in reverse chronological order, included related coursework, did not list related experience	Listed in chronological order, did not list related coursework and related experience	Incomplete record of education
Extra-curricular Activities	Extra-curricular activities listed and defined	Extra-curricular activities just listed	Incomplete list of extra-curricular activities and community involvement	No extra-curricular activities or community involvement listed
Work or Community Service Experience	Listed all experiences in reverse chronological order, highlighting workplace skills with responsibilities	Listed all experiences in reverse chronological order, no responsibilities or skills included	Listed experiences in random order with incomplete list of workplace skills and responsibilities	Incomplete experiences, missing responsibilities and skills
References	Three appropriate references, titles, relationship, contact information	Three references with contact information and no titles or relationships	Less than three references with contact information and no titles or relationships	Less than three references with incomplete information

Total Score _____
Maximum 100 pts.

Marketing Your Workplace Project Rubric
The Four P's of Marketing

Name: _____

_____ **Assignment #1: Workplace Fact Sheet (25 pts) (1-5 pts per category)**

- **Thoroughly explain what the company does**
- **Primary and secondary markets**
- **Type of business ownership**
- **Products/Services**
- **Pricing and Promotion**

_____ **Assignment #2: Promotion of Your Business (where you work) (25 pts)**

- **Creativity**
- **Use of Color**
- **Content (who, what, when and where) -15 pt. maximum**

_____ **Assignment #3: Create an 8 ½ by 11 inch Advertisement (25 pts)**

- **Contain all elements of media selected -15 pts.**
- **Appeal to target market – 10 pts.**

_____ **Assignment #4: Where I Work Poster (25 pts)**

- **Creativity- 10 pts.**
- **Use of Color -5 pts.**
- **Personal Photo at Work -10 pts.**

_____ **Total (100)**

Marketing Your Workplace

The 4 P's of Marketing

Name _____

Goal: Students will thoroughly cover the 4 P's of Marketing for their workplace.

The 4 P's of Marketing are Product, Place (Distribution), Price, and Promotion. This project gives you the opportunity to market your workplace by covering the 4 P's of Marketing. The project involves four parts.

Part 1: Write a 1-2 page workplace fact sheet for the business where you work. This part of the project should give the reader a greater understanding of what your company does, the company's target markets, type of business ownership, etc.

Part 2: You must develop a special promotion for your business to attract more business. You must explain the who, what, when, and where of your promotion. Develop a brochure to advertise the promotion.

Part 3: Develop an 8 1/2" advertisement for your business that could be used in newspaper advertisements or on a billboard or transportation advertising.

Part 4: Design an attractive "Where I Work Poster." You must include a picture of you at work.

Marketing Your Workplace

The 4 P's of Marketing

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Part 4: Design an attractive "Where I Work Poster." You must include a picture of you at work.

Marketing/Packaging Yourself Project

Name _____

Every day you must market yourself to teachers, family members, employers and friends. Marketing involves highlighting your greatest strengths and tackling your weaknesses. This project will help you put together a personal package to market yourself.

There are five parts to this project.

- Part 1: Prepare a bulleted list of your Top Ten Personality assets or strengths. Print the list.
- Part 2: Prepare a PowerPoint presentation about you that sells your personality strengths. The PowerPoint should include talents, professional interests, work and community experiences, and goals for the future. The PowerPoint presentation should also tell about your family background. The presentation should be at least six slides. Print the presentation as a handout with three slides per sheet.
- Part 3: Use the Word template for Professional Resume and prepare a personal resume. Make sure to include all sections from this lesson.
- Part 4: Go to Hot Jobs.com to locate three jobs that would interest you after completing college or post-secondary education. Summarize each job opportunity by answering who, what, and where about the job. Include interesting reasons for taking/not taking the job.
- Part 5: Use the Internet to research types of cover letters for job openings. Prepare a cover letter for one of the positions you found at Hot Jobs.com

Marketing/Packaging Yourself Project Rubric

Student Name: _____

CATEGORY	20	15	10	5
Part 1 Packaging Yourself	10 Solid characteristics	Listed 10 characteristics, not all characteristics were good descriptors	7-9 characteristics listed	Incomplete list of characteristics
Personal PowerPoint Presentation	All Six Topics Covered Completely in at Least 6 Slides	All Six Topics Covered, Information Needed to be More Complete	4-5 Topics Covered Completely in Less than 6 Slides	Incomplete Information--Did not follow directions.
Resume	Complete Resume in Proper Format	Resume in Proper Format, Missing 1 section	Resume in Proper Format, Missing 2 Sections	Resume not in Proper Format, Missing More than 2 Sections
Hot Jobs.com	Three jobs thoroughly researched with information for all four categories	Three jobs researched with incomplete information for the four categories	Two jobs researched with complete information for the four categories	Incomplete research and information for three jobs
Cover Letter	Cover Letter in proper format, requesting an interview	Cover Letter in proper format, missing at least one key factor	Cover letter in proper format, missing more than 1 key factor	Cover letter incomplete, not accomplishing intended purpose of landing an interview

Total Score _____

Maximum Score 100 pts.

In Style Business Attire Project

Names _____

Goals: Gain an understanding of business and business casual attire.
Research the cost of putting together a business and business casual wardrobe.
Present/demonstrate what business and business casual attire looks like.

This project will be completed in teams of two to four students.

- Your team must research male and female wardrobes for business and business casual attire.
- You will put together a PowerPoint presentation that shows the clothing and prices.
- Your team will give a formal presentation to the class.
- Team members will be dressed in business and business casual attire to demonstrate the different looks for males and females.
- Each team must explain the price for different outfits and give sources for the prices.
- Your project will be evaluated for complete content, amount of effort extended, accuracy of prices, and formal presentation.

In Style Business Attire Project Rubric

Student Name: _____

CATEGORY	25	20	15	10 or Less
Research on Business Attire For Male and Female for Business and Casual	Identified 5 good business looks for both male and females	Identified 5 business looks for both male and female, but not all looks were appropriate	2-3 looks were identified for both male and female	Incomplete list
PowerPoint Presentation Clothing and Prices	All Topics Covered Completely in at Least 6 Slides and illustrated pricing in selecting different business attire	All Topics Covered, Information Needed to be More Complete	Some Topics Covered Completely in Less than 6 Slides	Incomplete Information--Did not follow directions.
Formal Presentation In Business Attire	All team members dress appropriately in business attire and business casual to demonstrate different looks	All team members dressed appropriately but did not demonstrate different looks	Not all members of the team were dressed in business attire	Majority of team members not dressed appropriately, did not follow directions
Overall Quality of the PowerPoint Presentation	Quality of presentation was excellent, content complete, showed great deal of effort extended	Quality of presentation was good, could have expanded in some areas	Quality of presentation was average, did not cover any area in depth	Demonstrated incomplete research and information, quality of presentation was poor

Total Score _____
Maximum Score 100 pts.

Mock Interview Rubric

Student Name: _____

CATEGORY	20	15	10	5
Introduction	Good firm hand shake and greeting	Firm handshake, some signs of confidence	Weak handshake, signs of lacking confidence	No handshake, lack of confidence
Eye Contact	Good appropriate amount of eye contact	Some eye contact, nervous	Little eye contact, nervous	No eye contact, lack of interest, very nervous
Answers to Interview Questions	Solid, well thought-out answers	Good answers that could use more content	Fair answers that needed more explanation	Poor answers that did not address the questions
Interviewer's Appearance	Professional, well groomed	Professional, well groomed—but not business attire	Clean, not a professional look	Not dressed or groomed appropriately for the interview
Overall Quality of the Interview	Excellent—would hire this person	Good—good chance of hiring this person	Fair—Probably would not hire this person	Poor—definitely would not hire this person

Total Score _____

Maximum Score 100 pts.