Lesson #3 – Marketing Commercial – That Can't Be Real

1. **Distribute nametags and shake their hands.** (Model business etiquette, strong shakes, good eye contact, place nametag on the right chest for easy viewing while shaking hands.)

2. **Review the JA Poster** – Today's activity will provide an opportunity to further explore the entrepreneurial characteristic **know your Customer and Product.** We will also discuss Marketing and Advertising.

3. **Teaching –** Now that we have our teen center ideas, let's ask
   a. Does the market really need this product or service?
   b. How would you Market this teen center?
   c. Discuss that **Marketing** is identifying the wants and needs of your target market (teens) and offering the **4 P's – the right PRODUCT, at the right PLACE, at the right PRICE, and with the right PROMOTION**.
   d. **Advertising is paid for. Publicity is free** Can you think of examples of the two?
      i. **Advertising –** commercials on tv, radio, magazine, newspaper, ads online, billboards, etc.
      ii. **Publicity –** Facebook likes, press releases, public service announcements, word of mouth

4. **Activity – Create a television commercial for your teen center**.
   a. Separate you students into groups of four
   b. Give them about 5-7 minutes to create a 30 second commercial for their teen center that makes the teens want to spend time there. Let them know their fellow teens in the room will be the judges of this competition.
   a. Have the entire group get up and present the commercial. After each presentation, point out at least one creative or cool thing that each group came up with or ask the students to contribute positive feedback.
   b. Have the students close their eyes and/or put their head down and vote for a center that they did not create.
   c. Award some candy or prize and let them know who gets bragging rights for the week.

5. If you have time left, give each group a "That Can't Be Real" Card
   a. Have each group decide which business is real on the card and share with the entire group.