

Bubble Gum Marketing

Task: Understand Marketing Activities

Objective: I CAN explain all marketing activities

Process:

- Distribute Bubble Gum
- List careers/jobs needed to market bubble gum including each marketing activity
- Develop mobile for a product of their own choosing

Materials: Hanger, Yarn/String, Scissors, Hole Punch

Bubble Gum Marketing

List all jobs needed to make the bubble gum. Use the marketing activities listed in the chart below to guide you.

Marketing Activity	Jobs Need
Buying	Retail Buyer
Selling	Wrigley Sales Person
Transporting	
Storing	
Financing	
Researching and Info Gathering	Inventor
Taking Risks	
Grading and Valuing	

Develop a Career Mobile



Using one of the jobs in the Bubble Gum Marketing activity, develop a mobile to hang in our classroom.

1. Research Career/Job <http://www.bls.gov/OCO/>
2. Find a hat graphic and place the name of the job on the brim and print.
3. Develop at least 6 topics to hang from the mobile and print (use one graphic for each topic.)
Topics could include: pay, outlook for job, description, duties, working conditions, training needed, earnings, related occupations, certifications, etc.
4. Assemble mobile

Scoring Rubric

	Points Available	Points Earned
Hat With Job Title	4	
At least 6 topics on mobile	12	
At least 6 Graphics used	6	
Research Used	5	
Creativity	4	
Neat Presentation	4	
Total Points	35	