

Marketing a New Nacho Platter Project

Step-by-Step Directions
for Teachers

Before the Project

Before the Project - Physical Copies to Prepare

Name of Resource	# needed
Nacho Platter Preferences Information Sheet	1 per student
Nacho Box/Paper Food Tray Template - ideally printed on white card stock	1 per group

Before the Project - Digital Copies of Materials to Distribute

These materials should be posted somewhere for students and groups to access.

Name of Resource	# needed	Editing Privileges
Marketing a Nacho Platter Project Task/Direction Sheet for Students	1 per student	Each student gets their own copy
Marketing Research Survey Directions	1 per group	View only - students will share their completed survey with teacher to send on
Nacho Platter Costing Sheet	1 per group	Each student gets their own copy, but each group only needs to turn in one. What I usually do is have the group designate a member that will turn in all of the materials on Google Classroom so I don't have to click through every member's submitted files to find the correct one.
Marketing a Nacho Platter Social Media Templates	1 per group	Each student gets their own copy, but each group only needs to turn in one.
Nacho Platter Rating Sheet	1 per student	Each student gets their own copy

Day 1 Directions

Step #1

Distribute all of the digital files on Google Classroom.

Step #2

Distribute the “Nacho Platter Preferences Info Sheet” to each student.

Step #3

Give students approximately 5 minutes to complete the Info Sheet.

Step #4

Collect the info sheet from each student.

You do not need to keep these. These are just designed to get students thinking about their preferences and the different qualities of Nacho platters.

Step #5

At this point, divide the students in the class up into groups.

I usually do approximately 2-3 students per group, but you can whatever grouping works best for you.

Step #6

Students should get in their groups to create their own survey to use for Market Research.

I usually have students do this on Google Forms, but you can have them do it in whatever way works best for you.

When the groups have completed their survey, I typically have them add me as a collaborator so that I can see their survey results and send it on to the proper students.

Between Day 1 and Day 2 Directions

Step #7

Student groups should have submitted their surveys to you.

This is where your role as research facilitator comes into play.

I typically compile all of the links to all of the surveys into one Google Doc.

Step #8

After the survey links have been compiled, I randomly assign half the class to take each survey. For example, if I have 20 students, half of that would be 10. 10 students are told to take Survey #1, 10 students are told to take Survey #2, etc. until all surveys have been assigned.

I used to try to protect the integrity of the survey results by ensuring that each student did not have to take their own survey. I still try to prevent this as much as I can, but I just didn't have enough time to go through everything with a fine-tooth comb.

Day 2 Directions

Step #9

Students should get in their groups.

Give students about 10 minutes to complete the surveys they have been assigned.

Step #10

Once the surveys have been completed, student groups should analyze their survey results and data to make some decisions about their new Nacho platter.

Step #11

After analyzing the results, each group should complete the “Nacho Platter Costing Sheet” posted on Google Classroom.

Day 3 Directions

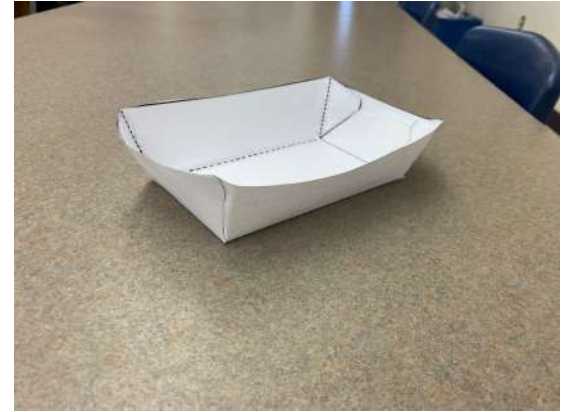
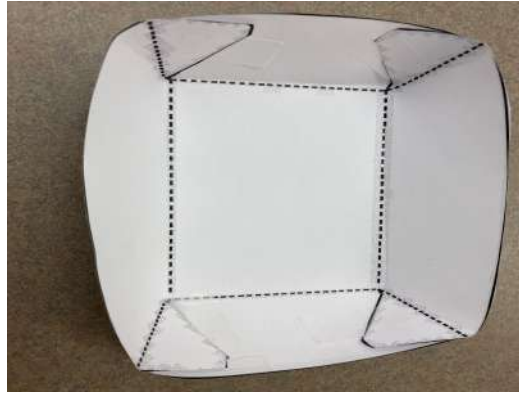
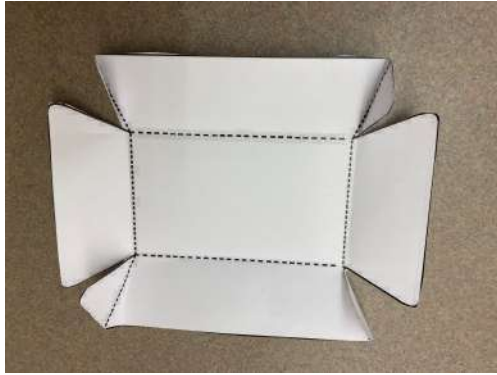
Step #12

Student groups have costed their Nacho Platter. Now they need to design their Nacho Paper Food Tray.

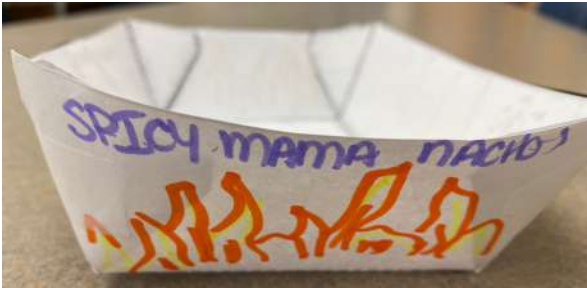
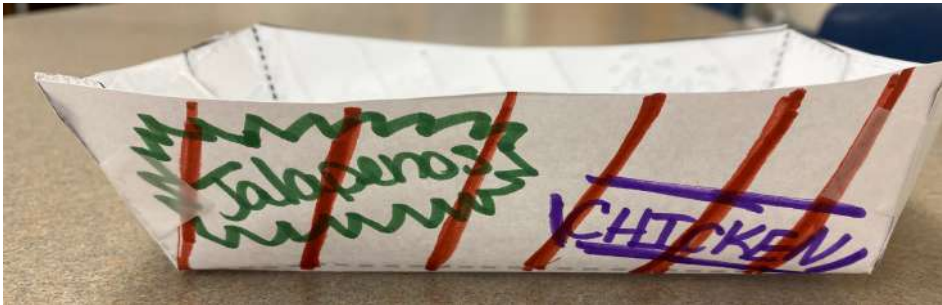
Hand out a Nacho Paper Food Tray Template to each group, along with coloring utensils.

Groups should completely design their Nacho Paper Food Tray before cutting out and assembling the template.

Nacho Tray Assembly



Completed Nacho Tray Example



Day 4 Directions

Step #13

Student groups have now costed out their Nacho Platter and have designed their Nacho Platter Paper Food Tray based on market research data.

The last component of this project is creating their own social media advertisement.

Students should use Canva or the social media templates provided to design their own social media advertisement. Further requirements can be found in the digital files shared on Google Classroom (“Marketing a Nacho Platter Social Media Templates”).

Between Day 4 and Day 5 Directions

Step #14

Compile and number all of the social media advertisements students have submitted.

Place these advertisements somewhere where all students can see them - perhaps a shared slide deck or a website.

Number the advertisements with a group number (for example, “Group #1 Ad,” “Group #2 Ad,” etc.)

Day 5 Directions

Step #15

Hand out a “Nacho Platter Rating Sheet” to each student.

Step #16

Have students go through the social media ads and rate the Nacho Platter based on information found in the social media ads and the design on the paper tray. They should turn their rating sheets in to you once they've finished.

Students cannot vote for their own Nacho Platter.

After Day 5 Directions

Step #17

Total the number of sales each group has made. The group with the most sales has won!