

Professional Development Project Points

Semester 1 -Introduction to Marketing & Advanced Marketing

PURPOSE:

The purpose of Professional Development Project Points are to allow you the opportunity to learn more about the things that are of interest to you and how they relate to the Business & Marketing world. Students are required to accumulate 175 PDP points per semester and grades are given based on the percentage of 175 points accumulated. PDPP(s) are 10% OF YOUR OVERALL SEMESTER GRADE. If a student accumulates more than 175 points a semester, the extra points will carry over to the next semester if in a future marketing class or will be applied as extra credit. **It will be your responsibility to track your points on your tracking page throughout the semester.**

GRADING SCALE:



175-159 = A

158-141 = B

141-124 = C

123-106 = D

105 & below = NSG



DECA ACTIVITIES

The following **DECA activities** will be awarded the following points...

DECA Meetings - 15 pts

Join DECA - 25 pts

Attend DECA Events - 25 pts

DECA CRLC - 100 pts

Compete at DECA Districts - 100 pts

Wear DECA T-Shirt - 15 pts

Practice Role Play - 25 pts



NON - DECA ACTIVITIES

The following **NON-Related DECA activities** will be awarded the following points...

15 PTS

Share a marketing related story with the class. Relate it to the appropriate Marketing Function(s) (no written assignment)

Wear school store t-shirt during your shift!

What's your favorite Tik Tok that promotes a product? Why? How many views does it have? Share with the class.

Get involved!

25 PTS

Choose three products or brands that are currently trending. Identify the brand and product mix of each brand. Why do you think they are popular?

Choose a product from the school store and develop an ad that could be used on Instagram.

Select an article on current economics and summarize it in detail.

Select an article on supply and demand of products/services and summarize it in detail.

Select an article on the relationship between government and business and summarize it in detail.

Select an article that characterizes the competition in a career area and summarize it in detail.

Select an article dealing with productivity and summarize it in detail.

Select an article from "Consumer Reports" magazine which examines products sold in a career are summarize their findings. Then, determine which products you would sell if you were a business owner, if you were making buying decisions, and explain why.

Select an article that deals with communication and how its important in marketing and summarize it in detail.

Gather information that indicate the importance of selling and summarize it in detail. Please use at least three articles.

Write a paper on impulse buying in relationship to business. Identify the locations of shipping goods, convenience goods and specialty goods.

List five products or services whose sales could be affected by seasonal changes. Identify the seasonal factor (for example snow or rain) and explain how this affects the sale of the product.

Identify ten products or services that experience increased sales during each of the four seasons and explain how this effects the sale of the product.

TURN A 25 POINT PROJECT INTO A 35 POINT PROJECT BY BREIFLY PRESENTING YOUR PROJECT TO THE CLASS!



50 PTS

Design/Choose product for the school store (non food related); fill out product description sheet. (see Mr. Hert for product description sheet).

Choose a hobby that you have. Think of the products or brands that are incorporated to your hobby? Are you brand loyal? Tell me about the products/brands associated with your hobby and why you choose them. and associate yourself with those brands.

Discuss the trends in the real-estate market over the past couple of years (pre and post pandemic). How has it changed? What does the future look like?

Discuss the trends in the vehicle industry over the past couple of years (pre and post pandemic). How has it changed? What does the future look like?

Design a promotion for the school store. Describe your promotion in full detail and how you will implement it.

Write a paper on the forms of business ownership, including the advantages and disadvantages of each.

Collect four ads on the same product from different media. Compare the presentation of each of these media. How do they differ in each of the various media and which do you prefer. Write a brief summary on what you see the overall advertising strategy to be.

Make a feature benefit poster chart on a product or service. You must have a minimum of 15 features and corresponding benefits.

Write a paper on “service, what it means to me”, in relation to marketing and the importance of customer retention.

Choose a business in your career area and write a paper on how they could improve a product or service offered in their store.

Construct a bulletin board for the marketing classroom on a topic of your choice.. (Please receive approval on this project prior to beginning)

Observe three different selling situations in a local store and write a paper on how they could have been improved.

MAKE A 50 POINT PROJECT A 60 POINT PROJECT BY GIVING A BREIF ORAL PRESENTATION TO THE CLASS ON YOUR PROJECT.

100 PTS

Choose one of the following companies: McDonald's, Johnson & Johnson, John Deere, Harley-Davidson, Starbucks, Target, all of which are socially responsible companies. Research the company's practices in social responsibility policies and practices. Prepare a report on your findings.

Design and execute a display at the four corners display for the school store for a month.

Pick any professional sports franchise and research their marketing efforts and strategies. Prepare a three to five minute oral report on your findings.

Think of how the trend toward quick cooking has affected marketers. What new goods and services have come into being because of cooking? What other goods and services suddenly lost business because of them? How did marketers for the later respond to the challenges? Do some research on this topic at your local grocer store and department store. Look at products and talk with managers. Present findings with the class in an oral or written report.

Identify five companies that have changed their names within the last five years. Give the new name and the reason for change. Then describe the new image that the company is trying for.

Interview a businessperson on how, why, when and where they started their business.

Select ten products and determine how they could be packaged differently (think about environmental packaging or less expensive packaging). Provide examples of the new packaging.

Write a report on the effects that COVID had on major companies. Include pricing and product shortages. Is this a new normal?

Design a promotional brochure on Canva that promotes Marketing classes at West and the DECA program.

Conduct a comparison shopping survey on price differences of ten different products. Make an infographic on the information found.

Write a paper on the steps you would take to increase the morale of the employees at the business where you work. Remember we cannot pay them, give them free food, or have the radio blasting. Be creative and detailed.

Invite a guest speaker into class. Make the appointment, send a confirmation letter and agenda, introduce the speaker, prepare class questions and send a thank you letter. (please receive approval prior to contacting a speaker)

Do you have another business/marketing related idea not on this sheet? Talk to your instructor about the other possibilities and point values before starting a project.

Name: _____

Grading Mods: _____

Intro to Marketing

Advanced Marketing

Professional Development Project Points

TRACKING SHEET

Date	Project Description	Teacher Initials

