

Surprise Product Presentations

SUBJECT

Principles of Marketing

TEACHER

Marcia Lee

GRADE

10-12

DATE

1st or 2nd day of class

OVERVIEW

Provide students with a mini-presentation as an icebreaker. Use seating chart to assign partners by proximity. During the school year class members will be participating in a school trade show and a Big Pitch Competition sponsored by Junior Achievement. This activity gives students a very small taste of what is to come. Students will use PowerPoint printed 3 slides to a page to plan their presentation.

TEACHER GUIDE

STUDENT GUIDE

OBJECTIVES	Demonstrate interpersonal, teamwork, and leadership skills necessary to function in multicultural business settings; communicate effectively as writers, listeners, and speakers in social and business settings.	Get to know your new class partner and make the first class presentation. Make eye contact and smile!
INFORMATION	Small everyday products are presented to students in brown paper lunch bags. Fold tops down so students can't see what the bags contain. Number bags and have teams draw numbers for the bags.	Each team will choose a number and get the bag with that number. The fifteen minute preparation period begins. (A possible alternative: After opening the bag, a brief trading period can occur. Teams may trade products with <u>one</u> other team OR choose one other blind bag. The trade is final and preparation time begins.)
MATERIALS	Brown paper lunch bags. Small products: scarf, headphones, dishtowels, gift ribbon, mechanical pencils, flashlight, coloring book, colored markers, ceramic bowl, decorated boxes, etc. Timer for preparation and presentations.	Presentation worksheet, pencil, Surprise Product.
ACTIVITY	Seats are assigned by teacher and the classroom setup lends itself to two member teams. This allows all students to participate without the issue of being chosen last. The randomness creates partners of students that might never have worked together.	Teams will have 15 minutes to prepare a one minute presentation to sell the product to their classmates. Both partners must speak during presentation. Be creative and dream up an original use for the product. Presentation must be 1 minute long.
SUMMARY	Teacher will grade and provide feedback with rubric.	Students will provide Peer Review with student rubric.