

Introduction Activity/Ice Breaker: Elevator Pitch

Duration: 10 Minutes

This game may come off as confusing, but I assure you this will be one of the more interesting icebreakers. The objective of this game is to sell a product. You will select a member from your chapter to head outside of the room (out of earshot). The remaining members in the room will select a product (e.g. toothpaste). The member sent outside will then come back into the room and stand in front of the chapter. The chapter will then continue to ask the member at the front questions about the product. The member is still unaware of what he/she is selling, but has to answer questions in a way that will convince the chapter to buy the product. This is a confusing and chaotic game that has value (trying to sell the product), and is guaranteed for a few laughs.

Introduction

Duration: 15 minutes

Begin the lesson by holding up a package of a product and have the class point out its notable features.

Ask simple questions about the product:

- How much do you think this product costs? Who is their competition?
- Can you name similar products? How do they distinguish themselves from others?
- Where can you purchase this product?
- When did you first hear of this product?

After a small list has formed on the blackboard, sort the words into the categories: Product, Price, Place and Promotion.

Lesson

Duration: 25 minutes

Introduce the Marketing Mix, highlight key points and go into more detail

Tip: Make real life connections to common brands

