

Broken Arrow HS (OK) SBE Best Practice
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Marketing Education students at BAHS are all employees of the school-based enterprise, The Cage. The Cage carries spirit items and school supplies. Spirit items range from t-shirts and hoodies, to umbrellas, blankets, and trashcans; basically, whatever the students feel will sell is carried in The Cage.

At the beginning of each school, the students get together in groups of six to plan and prepare an advertising campaign. The students develop a week long promotional campaign over a product that they develop. Requirements include: product development, commercial to air on morning announcements, in-store display, promotional flyers placed around campus, and optional promotional gimmick.

The students choose a week sometime during the school year and their promotion runs Monday through Friday of that week. They take a beginning and ending inventory to determine the effectiveness of their advertising campaign. Students are graded on completing the requirements and on the selling ability of their display and commercial, which are graded by Marketing Education students.

The success of The Cage is due in large part to this project. Merchandise in The Cage is always fresh and appealing to the target market, the students and community of Broken Arrow High School.

**ADVERTISING CAMPAIGNS
THE CAGE ASSIGNMENT
WORK IN GROUPS OF 6-7**

THIS WILL COUNT AS 2 TEST GRADES.

Utilizing the four points of marketing which is known as the marketing mix (product, place, price, promotion) design a promotion for The Cage to last one week. You may select from designated weeks from now until _____ (check with Mrs. K for open weeks). Your group will also give an oral presentation to the class about your campaign on _____ and after approval will meet with Mrs. K to place your order. Your group will need to explain the campaign in detail.



NAMES OF GROUP MEMBERS: introduce each other and tell one fun thing about yourself before you begin. Write down the fun thing beside each person's name.

1. Select your product (s). What is the product (s)? How many will your order and if apparel, what is the size breakdown? S, M, L, XL, XXL

2. When is your week?

3. Design your promotion. It must include and please attach a copy to this assignment as you turn it in after your week is up:
 - a. Flyer/signs/poster - Use computers, etc. Make nice and neat - proper grammar. Make two copies of your signage. You must have your signage approved by Ms. Lannert before you can put it up in the school. You will keep the approved copy on file with Mrs. K and make copies of the other copy.
 - b. TMA TV – film a commercial showcasing your product. This must be filmed and given to Mrs. K at least two weeks before your campaign.

- c. Design a wall display to be put up in The Cage that matches your campaign. Put your display up on Monday before school and take it down on Friday after school. You can use the side wall or front board in The Cage. Attach a sketch of your display, cut out letters and place in folder.

4. Include some type of gimmick. Be creative but reasonable. Do the other Marketing students need to know about this gimmick as they are working in The Cage and do the six managers know about the gimmick? Is the gimmick appropriate for a school-based enterprise?

5. Create a budget. Complete the attached budget worksheet.

6. Oral Presentation to the class - Include what your campaign will involve, dates, and gimmicks. Be prepared to answer questions. Show the flyers and describe the commercial.

TO BE COMPLETED BEFORE & AFTER YOUR WEEK:

7. What is your beginning inventory on Monday of your campaign?

8. After the campaign, what is your ending inventory (how many items did you sell for your week)?

9. What is the total net profit for the item? Don't forget to subtract any costs for advertising.

10. If you are going to have a drawing of any type, please prepare a commercial notice to announce the winners to the student body and make sure you have paper to use for entry slips and a bucket to put the entries in. These winners should be announced on the morning announcements by typing the announcement up and given to Mrs. K two days before needing the announcement aired.

Advertising Campaign
Evaluation

Group Members: _____,
 _____,
 _____,

- | | | |
|--------------|-----------------------------|-------------------------|
| 1. | Bulletin notices: | 30 points _____ |
| 2. | Flyers up/down & timely | 20 points _____ |
| 3. | Display up/down in The Cage | 20 points _____ |
| 4. | Display % from the classes | 20 points _____ |
| 5. | Report back | 10 points _____ |
| TOTAL | | 100 points _____ |

COMMENTS:

Display Rating Sheet

	Student Evaluation	Name _____
Theme of Display	1 _____ 2 _____	
1. Power to attract attention (20)	1 _____ 2 _____	
2. Arrangement of merchandise (20)	1 _____ 2 _____	
3. Neatness (10)	1 _____ 2 _____	
4. Timeliness (10)	1 _____ 2 _____	
5. Selling Power (20)	1 _____ 2 _____	
6. Originality (20)	1 _____ 2 _____	
TOTAL (100)	1 _____ 2 _____	

COMMENTS: You must give at least one comment

Group 1

Group 2