



BIZ KID\$

Episode 113: The Biz Kid\$ Challenge

Episode 113 Synopsis:

The Biz Kid\$ learn the world of marketing through the “Project Lemonade Challenge.” Two teams, two identical lemonade stands. It’s up to the kids to decide the price and promotion strategy to sell the most product. The proceeds go to their favorite charities. You’ll see the preparation and the results when they are critiqued by marketing guru Scott Bedbury, the force behind Nike’s slogan “Just do it.”

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Biz Kid\$ Curriculum Package #113



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BIZ TERMS

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1. advertising
2. audience
3. brochures
4. business
5. commercials
6. design
7. fliers
8. information
9. marketing
10. marketing strategy
11. message
12. plan
13. promotion
14. public

Suggestions for using Biz Terms include:

- Have students research and write dictionary definitions.
- Discuss the use of these terms in the episode of "Biz Kid\$".
- Have students construct sentences using these terms.
- Have students write paragraphs, stories, dialogs, "raps", or lyrics.





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Equipment/Materials/Prep needed:

Day One and Day Two:

- TV or projection system
- DVD player
- DVD of Episode 113

Day Two only:

- Student copies of the "Family Activity Sheet".
- Student copies of the "Biz Terms" Sheet.
- Paper, pens, pencils, color markers, and highlighters for students making ads and posters.
- Computers for students to explore web sites listed.
- Guest speaker to be greeted and directed to the correct location for the session.

Preparation:

- Check to be sure needed equipment is available and operational prior to the sessions.
- Gather listed materials.
- Make an appropriate number of copies of the "Biz Terms" Sheet and the "Family Activity Sheet".
- Invite guest speaker from the local community regarding fraud and how to prevent being scammed.





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Day One

Previewing Questions:

Day One Introduction

Welcome students/youth to "**Biz Kid\$**" and introduce yourself, giving your name and job title.

Explain that "**Biz Kid\$**" is a program to help people become financially educated, learn work-readiness skills, and to even become entrepreneurs...Biz Kids!!! They can view the program "**Biz Kid\$**" with their families on Public Television stations all over the country, and also participate by using the "**Biz Kids**" web site. Today, they get to see an episode with you.

Today's pre-viewing questions:

1. Do you think **advertising** affects the purchases you and your family make?
2. Why do you choose to buy certain **products** rather than comparable items?

Allow a few minutes for students to volunteer responses, and record their ideas on a blank OHP Transparency for reference later.

Show the students an item intended for a **youth market**. *(You'll be showing them a similar item intended for an adult market, so an item such as a planner or wallet would work.)*



Have the students define the audience for this item. Ask for explanations of how they know this product is meant for a younger audience.

Show the students a similar item intended for an adult market. Again, have the students define the audience this is meant to entice, and why they recognize it's intended for an older audience.

Note that the two items have the same purpose, but are intended for distinctly different audiences.

Today's episode, **"The Biz Kids Challenge"**, will help you better understand the marketing strategy for a business; and about the importance of considering your audience when deciding how to present your product to the public.

Show Episode 113: "The Biz Kids Challenge"

Activity to follow viewing the program together:

You have been introduced to the topic of marketing, and have seen different approaches or marketing strategies used by Team A and Team B in **"The Biz Kids Challenge"**.

While I distribute the **"Biz Kid\$ Challenge: An Introduction to Marketing Worksheet"**, I'd like you to think about your favorite cereal, and what made you buy it.

Finally, record the students' responses to the question regarding their favorite cereal. Suggest that they look at the cereal box when they go home, and think about the **advertising used to market the product**.

Thank students for their attention and participation, and tell them you hope they are looking forward to the next session.



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Day Two

Day Two Introduction

Play part of the theme music for “Biz Kid\$” from the episode intro to motivate and engage the students. Then stop the music, welcome the students/youth to today’s session, and introduce yourself.

Review and Connect with the Previous Session

In **Episode 113 of “Biz Kid\$”**, you saw that Team A and Team B used different approaches to **marketing** lemonade for the purpose of fund-raising for a charity.

Knowing your audience and its needs helps you determine how to inform others about your product.

Some of the questions to consider include:

- What benefits does this item offer?
- What would make a child or adult want to buy this item?
- How do you want your audience to perceive your product?

Knowing the answers to these questions will help you effectively communicate with your audience, and will increase the likelihood of success for your business.

Activity

Explain that in groups, students will now develop a **marketing strategy**.



1. They will be provided with a specific product or service to market to people in their community.
2. They will need to determine an appropriate audience and an appropriate message about this product or service to communicate to their audience.
3. The groups will then develop a method for promoting their product to their defined audience.

Separate the class into groups of up to five students. *(Cooperation is vital to the success of this activity, so seek assistance from the classroom teacher to determine how best to group the students.)*

It will take a few minutes for students to get into these groups, so specific directions about where to move and when will facilitate the process.

Distribute one "Promote Me Sheet" to each group of students. Allow the groups a few minutes to read the Sheet and discuss the assigned business.

Distribute one "Market Me Worksheet" to each group of students.

- Explain that each group must first discuss and answer the questions on this Worksheet based on their assigned business.
- Review the Worksheet briefly with the students and answer any questions they may have.

Explain that the final step of this activity is for each group to **develop and present** an advertising message for its assigned business by creating a **skit**. When writing the skit, students should consider the most important thing they want people to know about their product.

Distribute a set of markers and some large paper to each group, as well as pens or pencils and writing paper to help develop their skits.

Allow at least 15 minutes for the groups to work.



Each group will present their products and advertising messages to the entire class through their skits of about three minutes each.

Following the presentations, ask the class to **identify the primary audience** for each skit, and what **message about the product they received**.

If time permits, have a class discussion based on the activity. What advertising strategies were successful?

What improvements or suggestions do students have for more successful outcomes?

Collect materials, and thank students for their participation in today's session. Encourage them to look for business opportunities like a "Biz Kid"!

Distribute the **"Family Activity Sheet"** and the **"Biz Terms Sheet"** for Episode 113 to all students/youth.



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Family Activity Sheet

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Family Activities:

How does advertising affect your family's purchases?

1. Discuss with your child why you chose to buy certain products rather than other comparable items.
2. Did you consider such things as safety of the item and the price?
3. Did you have a coupon for the product?
4. Was it on sale?
5. Did advertising influence your choice of cereal, for example, if your child's favorite cartoon character was featured on the box?

Select three items from your kitchen cabinets. Discuss with your child the audience that the manufacturers are trying to attract with the packaging of these items. What messages are they sending through the packaging?

Your child may be interested in reading ***Made You Look: How Advertising Works and Why You Should Know*** by Shari Graydon



The book ***Hearing the Pitch: Evaluating All Kinds of Advertising*** by Carlienne Frisch also discusses how to examine the messages behind different advertisements. After reading either of these books, your child may reconsider how to spend his or her hard-earned money!

Help your child start a business.

- What product or service will be sold?
- Who will be the audience for this product or service?
- What will make your child's business stand out from similar companies? How will he or she communicate this to the public?
- What advertising will you use?
- Suggest that fliers may help inform prospective customers about a new business. How will they be distributed?