



DRIVING QUESTION

What marketing concepts and knowledge are needed to create a marketing campaign that meets the needs of a real business and its customers?

PROJECT SUMMARY

Students create an original Packaged Good and apply various marketing concepts learned throughout the course. Different scenarios are provided for students to follow when presenting their marketing plan to a real audience. Students must be prepared to answer questions from the panel to see if their CPG is a viable option for the company (based on the scenario) to move forward with adopting. The panel's decision will be based on the idea presented as well as the final presentation of a complete marketing plan.

REAL-WORLD CONTEXT

Students are creating an actual marketing plan using an authentic model that is used in today's business environment. The process followed is standard in the marketing industry and used in front of venture capitalists. Students could use their product to promote a product they designed or innovated. Students have voice and choice in creating the product for their presentations. It should be something that they need in their daily lives that doesn't exist.

PRODUCTS & AUDIENCE

Students will present to an authentic audience of marketing professionals, entrepreneurs, or others interested in product development.

STUDENT REFLECTIONS

- "I feel like the class feedback was helpful because I was able to run through my whole presentation and see how the class reacted to it and make it less boring."
- "Overall, every single critique given (spelling, speaker notes, capitalization, rewording, editing) was very resourceful and definitely taken into consideration."
- "I learned how to market not only a product but also myself by learning how to dress and speak in a professional setting."

NC PORTRAIT OF A GRADUATE SKILLS GAINED



COLLABORATION



ADAPTABILITY



COMMUNICATION



LEARNER'S MINDSET



PERSONAL RESPONSIBILITY



CRITICAL THINKING

TEACHER REFLECTION

"As my PBL was combined with a PBM, there were multiple opportunities for students to apply real-world scenarios in producing their products. I was very pleased with the result of their presentations for content and delivery. One of the best parts in the whole "process" was hearing the responses of students during questioning of the authentic audience members. It was obvious that they actually learned what I thought I had taught! I saw evidence of critical thinking that I did not expect to see. Overall, I was very pleased with the process and execution of the PBL/PBM!"