

A Note to Teachers

This lesson could require more than one period.



During this Marketing Strategies lesson, you will introduce students to marketing concepts including how and why logos have evolved. Students will work in their business teams and collaborate to create a business name and an original logo for their business.

This lesson is approximately 40 minutes with time for a draft logo. Getting students into teams and discussing brainstorming and expectations may extend the lesson. You may need more time for students to finalize their logos and decide on a business name. Students do not need to finalize their business names or logos yet; these can remain tentative or in draft form as the project progresses. Career Connections are included as an extra activity at the end of the slides.



Canva is a great tool for students to use to create logos

Expectations



LANGUAGE

Strand A Digital Media Literacy

A2.4 demonstrate an understanding of the forms, **conventions**, and techniques of **digital** and **media texts**, consider the impact on the audience, and apply this understanding when analyzing and creating texts

A2.6 select and use appropriate digital and media tools to support the design process and address authentic, relevant, real-world problems by developing innovative solutions

Strand D Composition

D3.1 produce final texts using a variety of techniques and tools, including digital design and production tools, to achieve the intended effect

D3.2 publish and present texts they have created, using selected media and tools, and explain how each helped them communicate their intended message

Transferable Skills:

- Critical thinking and assessment
- Problem solving

Agriculture/Agri-Food Themes:

- Understand the role of marketing related to agricultural products
- Understand how media can be used to misinform the public



Stage 1 Lesson 4: Introduction to Marketing Strategies



Learning Goals



We are learning to:

- Understand how media forms, conventions, and techniques impact the audience.
- Produce a name and logo using a variety of techniques and tools, including digital or manual design and production tools, to achieve the intended effect.



Business Connection

How will this learning help our business?

WE ARE HERE
Lesson 4 of 4

Stage 1
Starting a
Business

Stage 2
Food & Our
Body

Stage 3
Market Research
& Business Plan

Stage 4
Food Systems
& Farming

Stage 5
Create & Pitch

Minds ON!

This is the evolution of the Starbucks logo. What do you notice? Can you think of things that may have inspired the changes in design?

Starbucks Logo Evolution



ebaqdesign

What's in a Name?



A company's name is important because it establishes the company's identity and helps people recognize it. It is the first thing customers see and if it is well-chosen, it can be an effective advertising tool.

What are the names of some pizza restaurants in our community?

Is there anything interesting about the names?

What's in a Name?

Consider the following business names:

Pizza Hut

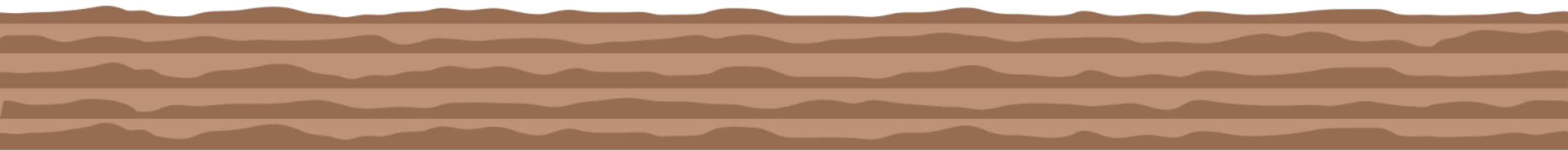
Burger King

Canadian Tire

What would you expect these companies to sell?

Are their names easy to remember?

What would you say is important to them?



Go Team!

Rules for Brainstorming

- Defer judgement
- Encourage wild ideas
- Build on the ideas of others
- Stay focused on the topic
- One conversation at a time
- Be visual
- Go for quantity

We are a team when we:



“Great things in business are never done by one person.” *Steve Jobs*

Action 1: Give it a Name!

Work as a team to decide on a name for your pizza business.

These are the 3 things you should consider:

1. Your pizza business name should be short and simple so it is easy to pronounce and remember.
2. It should reflect your brand and include some connection to the healthy whole grains you will be using in your product.
3. It should be unique. It is against the law to name a company after one that exists already.

Action 2: Design a Logo

Next, your business team will design a logo for your company. consider.



Action 2: Design a Logo

Make sure your logo represents your product, healthy whole grain ingredients, and the name



Wrap Up

Share your group's logo with the class.

Do you notice similarities between logos?

What differences do you notice?



Check In – What's Next?





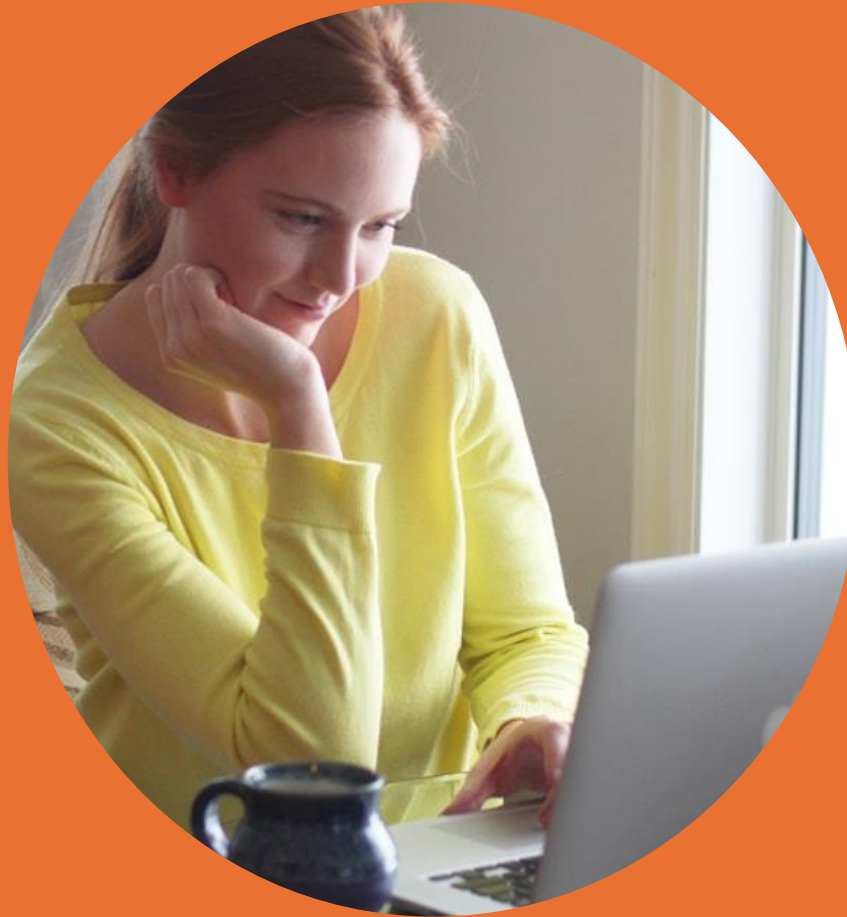
Career Connections



Marketing

Do you have great ideas, are persuasive and can present them to others in an interesting way?

Learn more about being a Communications Specialist.



Are you creative and like to design brochures, logos, and signs?

You might be interested in Graphic Design jobs.