



STAGE 3

MARKET RESEARCH AND BUSINESS PLAN

Students will gather and analyze data about customers' pizza preferences. They will learn how to market their product and create promotional materials and responsible packaging.

Lesson 3 · Designing Promotional Materials

Overview

In this lesson, students will continue exploring marketing concepts, including target audiences and advertising strategies, as they collaboratively create promotional materials for their pizza business. Teachers may choose to have students design their advertisements digitally or using paper-based materials. An optional career connection extension is included at the end of the slides.

Learning Goals

Students will:

- View and evaluate a variety of promotional materials, such as flyers, posters, and social media posts.
- Work in business groups to plan how they will market their pizza business.
- Create mock-up promotional materials and provide feedback to other businesses based on their understandings from this lesson.

Materials Needed

- [Stage 3 Lesson 3 Teaching Slides](#)
 - [Student Resource Packet](#) (all lessons, printable)
 - [STEMterprise Deliverables Tracker](#)
 - Video: [How Ads Work](#)
 - [Pizza Shop Business Planning Booklet](#)
 - [2 Stars and a Wish](#)
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Teachers Notes

This lesson introduces students to more marketing concepts. They will continue learning about target audiences and different advertising mediums. They will work collaboratively to create promotional material for their business. Consider and plan how your students will create their ads—paper and pencil or tech? Students will use the *Advertising Planning Template (page 10)* of their [Pizza Shop Business Planning Booklet](#).

An optional [Career Connections Slides](#) is on the last slide.

Feedback is essential for student growth and peer feedback helps students take ownership of their learning and improve their work. In this lesson, students will provide **kind, helpful, and specific feedback** to help their peers improve. Depending on how long you dedicate to ad design, you may need to schedule a separate block for the feedback portion.



Idea! Technology Opportunity - Teachers may wish to use a computer based program (Canva) to design promotional materials. Otherwise, materials can be designed with paper and pencil.

Time Frame: 60+min

Completion time will depend on the length of ad design and peer feedback.

Career Connection

There is an optional Career Connection at the end of this and all lesson slides and the [Career Connections Slides](#) can be found at this link. Career: Food Photographer & Food Stylist.

Curriculum Expectations

The Arts - Strand D Visual Arts

D1 apply the creative process to produce two-and three-dimensional art works to communicate feelings, ideas, understanding

D2 apply critical analysis to communicate responsive feelings, ideas, understandings

Language - Strand A Digital Media Literacy and Strand D Composition

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

A2.5 demonstrate an understanding of the interrelationships between the form, message, and context of texts; the intended audience; and the purpose for production

D3.3 describe various strategies and tools that helped them communicate their intended message when publishing and presenting texts and suggest steps for future improvement as a text creator.

Transferable Skills:

- Critical thinking and assessment
- Problem solving

Agriculture/Agri-Food Themes:

- Understand the role of presentation of a product in the context of its reception by consumers (i.e., does packaging affect whether a consumer buys a whole grain ingredient or a processed good?)
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STEMterprise References for Educators

STEMterprise Webpage: <https://goodineverygrain.ca/ontario-farming-stemterprise/>

Video Links

- [Ontario Farming STEMterprise: Grade 5 Pizza Shop Business](#)
- [Students: Are you ready for your own pizza business?](#)

STEMterprise Teacher Support Resources

- [Ontario Farming Grade 5 Educator Information Packet](#)
- [STEMterprise Grade 5 Assessment Planning](#)

- [Project Overview](#)
- [Combined Grade Activities](#)
- [Career Connections Slides](#)
- [Coding Connections Slides](#)
- [Good in Every Classroom Education Blog](#)
- [Good in Every Classroom Newsletter Sign-Up](#)

Stage 3 | Lesson 3: Designing Promotional Materials

Slide 5: Business Connection	This Business Connection slide is intended to get kids thinking about the learning ahead as it specifically relates to their pizza business. Encourage the students to make early connections about the learning goals and the connection to their business. These simple signposts give students a sense of where they are on their learning journey. You can note the number of stages and which lesson you're on in that particular stage.
Slide 6: Minds On!	Video - How ads work: https://youtu.be/NEsGX1ck2F4?si=O9kpcP84WQcikop9 Show video Discussion Questions - After watching the video, what things will need to be considered in order to attract business? Who will your audience be? and What will be the best way for your promotions to reach your target audience? Other than ads on a device. What are other ways to reach an audience?
Slide 7: Medium of Message	Ask students to choose an advertising form from the slide and to predict what the intended audience would be and why it would be effective for that audience. • Vehicle wrap - targets commuters who may be hungry and thinking about what they will make or purchase for their next meal. • Flyer - people who get mail delivered or can be used to target an audience directly by posting them where people will see them, (e.g., an arena, a library, a post.) • Billboard - target people who travel a certain route each day. • Bus shelter - younger adults who take a bus to get to different places. • Magazine Ad - Targets Taylor Swift fans, likely young people who like her music. • Social Media - tweens, teens, adults depending on the platform. e.g., Facebook for older people, TikTok for younger generations etc. Here is an opportunity to discuss differences in gender, age, culture, and income. Who would be most likely to buy pizza? If children do not have buying power, why would targeting them still be beneficial to our company? How would we do that?
Slide 8:	To record their ideas, ask business teams to use the Advertising Planning template (page 10) of their Pizza Shop Business Planning

Medium of Message (Activity)	Booklet.
Slide 9: Design Your Advertisement	Use the Advertisement planning template (page 10) to fill in who? what? What does the audience want/need/do? Benefits of product - healthy grains, locally sourced ingredients, high-fibre, plant-based, organic? Provide students with time to design their advertisement. They only need to provide a mock-up to provide feedback from their classmates. If you wish to use this project for assessment, you may wish to have students edit and publish their advertisements as a visual arts project.
Slide 10: Feedback	When completed, Business groups will present their mock-ups for the class to see. Print this Two stars and a wish doc for business groups to complete a feedback page and give their peer business groups 2 things they are doing well (stars) and 1 thing they could do better (wish). Business groups can then receive their feedback and alter their materials if time permits. <i>Credit: Two Stars and a Wish template is from Book Creator.</i>
Slide 11: Wrap Up	Alternate questions might include: • Think about a real pizza place you know - how does your logo compare, and what makes yours stand out? • What feedback from your classmates will you use to make your pizza business logo or advertisement even stronger? • If your pizza business opened tomorrow, where would you advertise first - and why would that reach your target audience best?
Slide 11: What's Next?	The "What's Next?" slide is intended to be flexible and may be customized or filled in by teachers based on their classroom needs, pacing, and next steps.
Slide 14: Career Connection	Stage 3 - These two careers could be featured at any time during Lessons 3 and 4 in Stage 3. Go to the AgScape Food Photographer and Food Stylist link for the Career Connection.