



STAGE 5

CREATE AND PITCH

In this final stage, students learn about pricing, determine a cost for their product, and have the opportunity to showcase their business. There are several ways to do this, whether your students make pizza or not.

Lesson 2 • Finalizing Plans

Overview

In this lesson, students will bring together everything they have learned about marketing, promotion, and packaging as they prepare for their business showcase. Students will work collaboratively to revise their materials, gather feedback, complete outstanding tasks, and finalize plans for sharing their pizza business with others.

Learning Goals Needed

Students will:

- Solidify their understanding of marketing, promotion, packaging, and meeting needs and expectations of our pizza business customers
- Work in their pizza business groups to finalize their pizza business promotion and marketing plans

Materials Needed

- [Stage 5 Lesson 2 Teaching Slides](#)
- [Student Resource Packet](#) (all lessons, printable)
- [STEMterprise Deliverables Tracker](#)

- [Pizza Shop Business Showcase To-Do List](#) (one per group or online)
 - [Pizza Shop Business Planning Booklet](#) (should be completed)
 - [Pizza Shop Marketing and Packaging Exit Ticket](#)
 - [Pizza Shop Business Plan: Peer Review](#)
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Teachers' Notes

Use this lesson to finalize marketing and packaging plans, including branding and logo design. Select **one or more of the four activity options** based on your class needs and project goals. This lesson can also allow students to make a to-do list for their business showcase and catch up on any outstanding tasks within their [Pizza Shop Business Planning Booklet](#). A [Pizza Shop Business Showcase To-Do List](#) is provided.

Activity 1: In business groups, review and revise marketing and packaging materials based on peer feedback.

Activity 2: Practice then present marketing and packaging plans to the class.

Activity 3: If planning to sell pizza, post posters around school and/or hand out flyers to participating classes. If appropriate, post advertisements on class websites

Activity 4: Reflect on the marketing and packaging process and lessons learned.

Time: Approximately **40+** minutes depending on activity choice.

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: Communications Specialist and Graphic Design.

Curriculum Expectations

Language - Strand D Composition

D3.1 produce final text using a range of tools/techniques to effect

D3.2 publish and present texts using select media/tools; explain how each helped communicate

D3.3 describe various strategies and tools that helped them communicate their intended message

Language - Forms, Conventions, and Techniques

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

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

Transferable Skills:

- 3-dimensional thinking
- Critical thinking
- Problem solving

Agriculture/Agri-Food Themes:

- Understand presentation of a product in the context of its reception by consumers
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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 5 | Lesson 2: Finalizing Plans

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!	Business groups want to make sure their logo, name, packaging, and promotion are all persuasive. Use this sample ad created using Google Gemini and discuss what is persuasive.
Slide 7: Peer Review and Revise (Activity)	Provide business groups with the Pizza Shop Business Plan: Peer Review and have groups trade their business plan packages. This document can be printed for students to make a brief note about what they like, would change, and add to their peers' business plan. 1. What do you like? 2. What would you change? 3. What would you add? Business groups: Are there any changes that should be made based on the feedback you have received from your peers?
Slide 8: Practice and Present (Activity)	You may wish to have students present to another class, to administrators, or to record their presentations to be watched together as a class. Teacher can guide feedback from students with these questions: 1. What do you like? 2. What would you change? 3. What would you add?
Slide 9: Promote and Post (Activity)	If your class is planning to sell the pizza, they will need to let their customers know. Discuss which promotion technique will be more appropriate for your customers and have business groups work on their advertisements. This may be as simple or complex as you choose. Students could make commercials or simply post posters around the school.

Slide 10: Review and Reflect (Activity)	Students can complete the reflection questions by printing this doc for the Pizza Shop Marketing and Packaging Exit Ticket .
Slide 11: Wrap Up	Muppets Swedish Chef Video Link
Slide 12: 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: Careers Connection	These two careers could be featured at any time during the 4 Lessons in Stage 5. They might work best with Lesson 1 and 4. Go to the AgScape Communication Specialist and Graphic Design links for the Career Connection.