

A Note to Teachers

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.



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

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

Activity 2: Practise 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.

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





Stage 5 Lesson 2: Finalizing Plans



Learning Goals



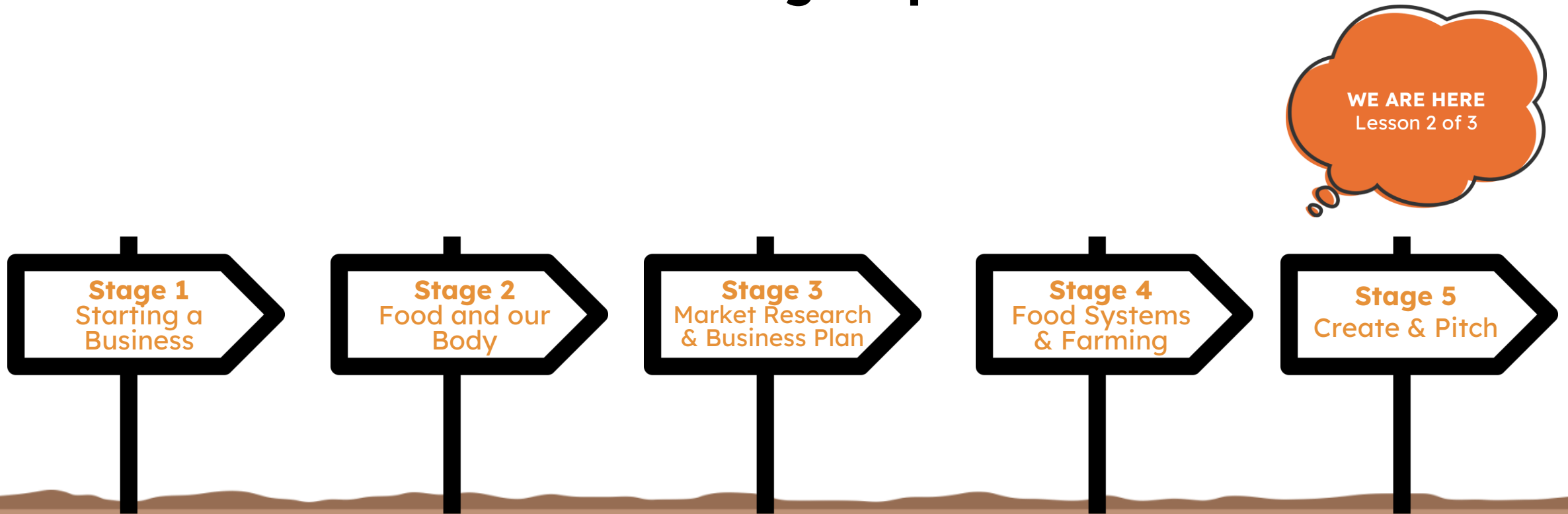
We can:

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



Business Connection

How will this learning help our business?



Minds ON!

What does this sample advertisement have that we need for our business ads?

PIZZA PALS

STUDY HARD, PLAY HARD,
PIZZA HARDER!

GRADE 5



**PERFECT YOUR
NEXT STUDY
OR PLAYDATE!**

ASK YOUR PARENTS TO ORDER PIZZA PALS TONIGHT!

The advertisement features a cartoon pizza character with a face, wearing a white chef's hat and holding a pencil, standing next to an open Pizza Pals pizza box. The box is filled with a pizza and a worksheet. The worksheet has a crossword puzzle with clues like 'WOOD MOGY', 'CHEESE', 'FRUIT', and 'FRIENDS'. It also includes fun facts about pizza, such as 'PIZZA WAS IN THE FIRST PYRAMID' and 'PIZZA WAS MADE IN NAPLES, ITALY'. The box is labeled 'PIZZA PALS' and 'PIZZA PALS'.

Activity 1: Peer Review and Revise

Provide feedback for your peer's Pizza Shop Business Plan

1. Business Groups will trade their business plan packages.
2. Read the group's Pizza Shop Business Plan
3. Fill out the [Pizza Shop Business Plan: Peer Review](#) for the group.
 - i. What do you **like**?
 - ii. What would you **change**?
 - iii. What would you **add**?
4. Return plans and feedback pages.
5. Business Groups: Are there any changes that should be made based on the feedback you have received?

Activity 2: Practice and Present

Practise, then present, your pizza business marketing and packaging plans to the class.

1. Decide on business group members' roles in the presentation.
2. Practise presenting your business plan to the other business groups.
3. Present your business plan.
4. Ask classmates for feedback that can be incorporated into your business plan.

Activity 3: Promote and Post

It's time to promote our pizza product to consumers!

Choose which promotion technique would be more effective for your customers:

1. Put up posters around school and/or hand out flyers to participating classes.
2. Make an audio/video promotion to show to the school.
3. Make a website or email announcement to send to the school community.

Activity 4: Review and Reflect

Reflect on the pizza business marketing and packaging process and lessons learned.

Answer the [Pizza Shop Marketing and Packaging Exit Ticket](#) questions:

- What did you enjoy about this stage?
- What was the most surprising thing you learned during this stage?
- How has your understanding of marketing changed during this stage?

Wrap Up

Now that we have our
plans ready to go....
Let's get ready to make
our product!



Check In – What's Next?





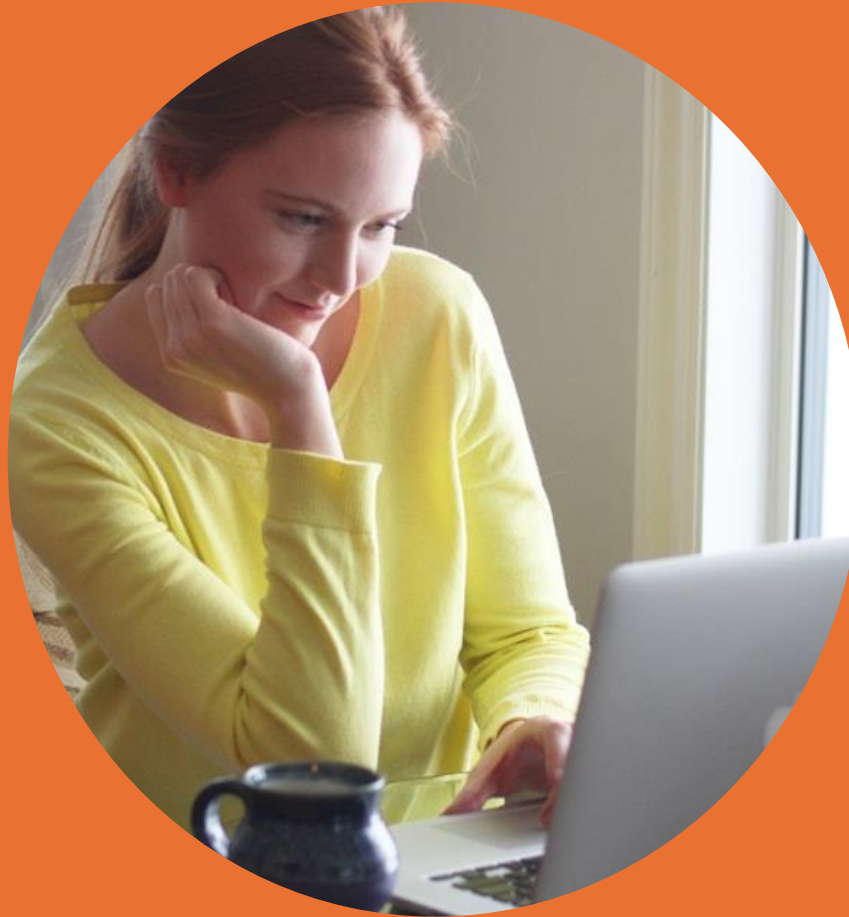
Career Connections



Marketing

Do you have great ideas? Are you persuasive? Can you present your ideas to others in an interesting way?

Learn more about being a [Communications Specialist.](#)



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

You might be interested in [Graphic Design](#) jobs.