

Broccoli



Elementary Nutrition Activity: Marketing

OBJECTIVE: Increased familiarity with broccoli. Identify methods of media influences.

PREPARATION: Make copies of the handout provided.

1. Ask students if they know the definition of marketing (marketing is the technique used to promote products or services in such a way that make them desirable to us, the consumer).
2. If needed, review the definition of consumerism (consumerism is the continual expansion of an individuals wants and needs for product goods or services).
3. If needed, conduct a brainstorming activity to help students master the concept of each marketing method.
4. Review the six methods of marking with students (reference the table below).
5. Ask students to develop a poster using classroom supplies to advertise broccoli. This should be something that could be used on their school campus, and that incorporates two of the marketing methods. You may want to have students work in several small groups.
6. Have each group present their poster.
7. Display posters in your cafeteria or classroom.



Logo	A recognized image associated with a product which come to stand for the product itself (example: McDonald's golden arches).
Slogan	A phrase or sentence that is often repeated in product's marketing (example: Kellogg's Frosted Flakes "They're Gr-r-eat!").
Celebrity Endorsement	A celebrity is paid to promote a product (example: Beyonce endorses Pepsi).
Mascot	A familiar character associated with a product (example: Lucky Charms cereal has a leprechaun).
Jingle	A little song associated with a product (example: Kit Kat Bar "Gimme a break, gimme a break, break me off a piece of that Kit Kat Bar").
Product Recognition	The aim of advertising and marketing is to make people familiar with an item (example: What do you think of when you see the golden arches? Is it McDonald's?). Colors are repeated, the same type of type is used, anything to help trigger a recognition of the product so you are more likely to buy it.



Logo



Source: www.forbes.com



Source: www.pepsicobeveragefacts.com

Slogan



Source: www.bubblews.com



Source: 24.media.tumblr.com

Celebrity Endorser



Source: espn.com



Source: fanpop.com

Mascot



Source: blog.timesunion.com



Source: imoderate.com

Product Recognition



Source: social.taylorstrategy.com



Source: www.foodmarketing.org



Worksheet adapted from: Harvest of the Month: January, Oranges Grade 3-Orange Poetry

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