

Subject: Enterprise	Topic: Enterprise	Year: 9	Date:	Week: 11 to end
Learning Activities			Communication	Supporting Sites
<p>Topic: Marketing a breakfast cereal brand</p> <p>What do you want students to know?</p> <ol style="list-style-type: none"> Using appropriate language for a target audience Ensuring an understanding that planning a marketing campaign is difficult How to write an effective marketing plan <p>What do you want them to produce to demonstrate learning?</p> <ol style="list-style-type: none"> Read through the competition details Read and complete all tasks 1 to 7 <p>Activity 1</p> <p>If you have not already done so send your completed business plan to your Enterprise teacher who is either Mr Finlayson or Mrs Petrak. This work can either be handwritten or word processed</p> <p>Activity 2</p> <p>Read through the information on how to enter the national enterprise competition “designing a marketing plan for a new breakfast cereal brand “. The best entries will win prizes</p> <p>Activity 3</p> <p>Either handwritten or by computer complete tasks 1 to 7 from the competition details. You have two weeks to complete these tasks and to send to Mrs Petrak. The best entries will be forwarded to the national competition to compete with other schools. So, it is important that your work shows PRIDE and is in as detailed as possible.</p> <p>You need to write in full sentences to explain your ideas. Remember your ideas must be original.</p> <p>Good luck</p>			<p>Key Vocabulary</p> <p>Brand Marketing strategy Logo Slogan Pricing strategy Target Audience Packaging</p> <p>What do you want them to do with these?</p> <p>You can use these words in your marketing campaign</p> <p>What would you like them to read?</p> <p>Research around existing breakfast cereals brands</p>	<p>Resources Needed:</p> <p>Signpost to: Competition Details</p> <p>You can answer the questions on paper or by computer</p>

Task 1: What is the name of your cereal brand and product?

Task 2: What is the slogan for the cereal brand?

Task 3: Design a logo for your cereal brand (post below)

Task 4: Who is your target audience and why?

Task 5: What pricing strategy are you going to use and why? (Pricing Strategies Explained on YouTube @TwoTeachers)

Task 6: How could you expand your cereal brand and product range in the future?

Any additional information such as promotions to influence customers to buy?

Task 7 Design the cereal box using the template given