

STEAM Year 9 – Enterprise and Marketing

What you will Learn

- What a target market is
- How to create a customer profile
- What Market research is and how to carry it out
- About Branding and logo design
- Marketing your product

STEAM SKILLS

Analysis
Creativity

<u>Lesson Overview</u>	<u>HW</u>	<u>Key Words:</u>
<p>Lesson 1 How does a product make money?</p> <ul style="list-style-type: none"> ➤ Costs, profit, breaking even, price points, getting into the market. ➤ What do you want from your brand and design? <p>Lesson 2 Branding and logos - logo design</p> <ul style="list-style-type: none"> ➤ Come up with 4 creative ideas for a logo. Develop one of these designs into a final logo <p>Lesson 4 T-shirt design</p> <ul style="list-style-type: none"> ➤ Create a design to go onto a t shirt or bag. This should be different from your logo but in keeping with the theme of your brand <p>Lesson 5 T-shirt design & Printing</p> <ul style="list-style-type: none"> ➤ Continue with design and printing <p>Lesson 6 Marketing & Promotion</p> <ul style="list-style-type: none"> ➤ Marketing and promoting your product <p>Lesson 7 Finishing off & present work</p> <ul style="list-style-type: none"> ➤ Present your new company and example T-shirt to the rest of the group. 	<p>L1 Complete logo development for HW</p> <p>L2 How does your competitor market, advertise & promote their products?</p> <p>L3 Design a marketing campaign for your product, consider where and how you will market the product.</p>	<p>Target Market Customer Profile Market research Branding Logo Marketing Promotion</p>
<p>Suggested reading or support available</p>	<p>Cross curricular</p> <p>Literacy links</p>	

SUCCESS CRITERIA

Highlight your starting point for each skill in **PINK**, at the end of the project highlight where you think you got to in **BLUE**.

Grade Range	Analysis	Creativity	
0	I presented no work.	I presented no work.	
1	<p>WWW: I can say what the task to be solved was.</p> <p>EBI: I need to understand the problem in more detail.</p>	<p>WWW: I can develop some ideas using existing examples and try to make my own changes to them.</p> <p>EBI: I need to make my designs my more my own and try to bring something new into them.</p>	
4	<p>WWW: I can identify the task and individual problems to be solved with some help.</p> <p>EBI: I need to break the problem down into parts and describe how the parts are linked.</p>	<p>WWW: I can develop and show some fresh ideas and my examples are mostly developed by myself.</p> <p>EBI: I need to use other peoples examples and ideas more for inspiration than copying and develop my own style.</p>	
6	<p>WWW: I can independently and accurately identify the various problems within the overall task.</p> <p>EBI: I need to make sure that I have carefully and in detail examined all possible parts of the problem.</p>	<p>WWW: I use examples only as a start point and can develop numerous different options from there. My final ideas clearly show my own personality and style.</p> <p>EBI: I need to try and produce alternative unique ideas that accurately meet the design requirements.</p>	
8	<p>WWW: I can analyse the problem(s) thoroughly and can give a comprehensive and accurate description of each problem to be solved within the overall task.</p>	<p>WWW: I can develop multiple new ideas and options that accurately meet the design requirements. My solutions are highly innovative, unique and purposeful.</p>	