

SEND POSTCARDS TO SPACE



TRY NEW

COSMIC CHOCOLATE

As more people live and work in space, new jobs, businesses, and creative ventures will arise, contributing to a new space economy that hasn't yet been designed or dreamed up. Think about how an architect might design a new colony, how the creation of new materials that can only be made in microgravity might enable new forms of transportation, or how a galactic restaurant might 3D print your food while you wait. Your creative business ideas could spark new markets in technology, entertainment, and daily living.

WHAT WOULD YOUR SPACE ADVERTISEMENT LOOK LIKE?

YOUR MISSION: Create an advertisement to attract customers to your new space-related business. This can be a billboard, magazine cover, brochure, social media ad, or other advertising medium of your choosing. Once you've developed your idea, draw or write it on the blank side of your postcard. Put your address and a stamp on the front, place it in an envelope and mail it to: Club for the Future / PO Box 5759 / Kent, WA / 98064. Blue Origin will send it to space and back on its New Shepard rocket. The postcard will then get stamped 'Flown to Space' and mailed back to you for a special space-flown keepsake.

TEACHER LESSON PLAN

SPACE ADVERTISEMENT

INTRODUCTION

Opportunities for innovation in the space economy are increasing rapidly. A variety of careers in space are currently available but many more new careers in the space industry will arise as more and more people will be living and working in space. Even more exciting is the reality that your students will have the opportunity to create their own careers. In this lesson, students will take on the role of a head chef creating a new Big Chicken menu item for a restaurant in space. Students will create a marketing plan and ad for this new item and use it to describe their idea.

LEARNING OBJECTIVE

Create a marketing plan and an ad for Big Chicken in Space and use it to highlight a new menu item you create using ingredients from different planets.

INSTRUCTIONS

- Develop an idea for a new menu item for Big Chicken in Space using ingredients in space.
- Decide on the type of ad you would like to use.
- Create a marketing plan that showcases your new menu item and your idea.
- Create an ad and artwork to showcase your new menu item.
- Use your artwork and video to present your idea.
- Finalize the artwork on your postcard.
- Bring your postcard to your nearest Big Chicken or send it to Club for the Future where it will be sent to space and back on a Blue Origin New Shepard rocket.
- Tune in to watch the launch event.

LESSON EXTENSION

- How will you sell your new menu item? How will you encourage people to come to Big Chicken in Space?
- What other businesses should there be in space?

STANDARDS

CCSS.ELA-Literacy.SL.6.5

Presentation of Knowledge and Ideas:

Include multimedia components (e.g., graphics, images, music, sound) and visual displays in presentations to clarify information.

ISTE

6d - Students publish or present content that customizes the message and medium for their intended audiences.

NCAS

VA:Cr2.3.7

Apply visual organizational strategies to design and produce a work of art, design, or media that clearly communicates information or ideas.

REFLECTION

- Ask students to share their ideas for a Big Chicken menu item on a postcard describing their idea.




LESSON 01: MARKETING OVERVIEW

TIME	MATERIALS	ACTIVITY
10 min	Whiteboard or Projector	<p>Intro:</p> <ul style="list-style-type: none"> • Tell students to think for a minute about their favorite advertisement. Students can close their eyes if they would like to. • Students share in pairs what the advertisement is and why they liked it. • Share out in a big group. • Prompt: An advertisement is what companies use to get people to buy their product. A good advertising plan should help the advertiser tell people about the business, about the products and services for sale, and the benefits of buying from your business. It should also build customer confidence, attract new customers, keep present customers coming back and help make the business profitable. To accomplish all these objectives is not an easy task. • In these next couple of days, you will be creating your own marketing plan and advertisement. The challenge is, we need to think a little into the future and create something that hasn't been made before. Something for space... <p>Opportunities for innovation in the space economy are increasing rapidly. Companies like Blue Origin, envision millions of people living and working in space in the future. This means a variety of careers in space are currently available but many more new careers in the space industry will arise as more and more people will be living and working in space. Companies like Big Chicken, also envision themselves eventually having things like restaurants in space.</p> <p>So your goal over the next couple of days, is to work in groups to create a marketing plan and an ad for Big Chicken in Space and use it to highlight a new menu item you create using ingredients from different planets.</p>
40 min	Marketing Definitions Worksheet 4P's Worksheet	<p>Marketing Overview:</p> <ul style="list-style-type: none"> • Divide the students into groups of 3-4; this can be done randomly, or students can self-divide. • In their groups, students try to fill out the "marketing definitions worksheet" • Go over answers as a big group. • Tell students: <ul style="list-style-type: none"> • A marketing plan details the strategy that a company will use to market its products to customers. You will need to create one for your new Big Chicken product. • There are 4 key factors to that are involved in introducing a new product to the public. • These will be the things you will need to think about in you marketing plan • These 4 factors are also known as the 4P's of Marketing: Product, Price, Place, and Promotion. • Product: As in the "thing" you are trying to sell. This might not always be a physical thing. Can anyone think of a product that isn't actual a physical thing? • Price: The price is the amount the customer will pay for it. • Place: Refers to where customers will buy your product. • Promotion: refers to specific and thoughtful advertising that reaches the target audience for the product. • Handout the 4P's worksheet. Students try to figure it out in their groups. <ul style="list-style-type: none"> • Remind students to think about their audience for the products in order to answer the promotion part. • Students will then present their answers to the class and explain why they chose those answers. • Use this opportunity to discuss why thinking about their audience matters.

LESSON 02: MARKETING PLAN

TIME	MATERIALS	ACTIVITY
5 min	Whiteboard or Projector	4P's Warm Up <ul style="list-style-type: none"> Show a product that your students are familiar with. Have students write down the 4P's for that product. Students share with a partner. Whole class share out.
5 min		Assignment: <ul style="list-style-type: none"> Remind students that they will be inventing a new Big Chicken item. Today they will be creating their marketing plan with the 4P's. As a group, they will also need to think about Big Chicken, and do some research about the company since they will be inventing a new item for them. By the end of class, they need to have the marketing plan filled out. They can also start working on the artwork for their new product. What will make their product stand out from the others?
40 min		<ul style="list-style-type: none"> Students work on research and marketing plan and artwork for the rest of class.

LESSON 03: CREATE AN ADVERTISEMENT

TIME	MATERIALS	ACTIVITY
10 min	Whiteboard or Projector	Intro <ul style="list-style-type: none"> Show various ads. Examples: https://www.youtube.com/watch?v=fVW8-px4Ufw <div style="display: flex; justify-content: space-around; align-items: flex-start;"> <div style="text-align: center;">  </div> <div style="text-align: center;">  </div> </div> <div style="text-align: center; margin-top: 20px;">  </div>

TIME	MATERIALS	ACTIVITY
		<ul style="list-style-type: none"> Stay on each ad for a couple of minutes. Ask students: <i>Would you want to buy this product? If so, what about the advertisement caught your attention? Who is the target audience for the advertisement? How do you know?</i> Students write down answers for each ad. After ads, students turn and talk about the ads and their answers. Whole classroom discussion.
10 min		<p>Overview of advertisements.</p> <ul style="list-style-type: none"> Tell students that most ads are directed to a target audience—a group of people that advertisers think will buy or use the product. Advertisers create their ads to persuade the target audience to do, buy, or think something. They also put their ads where the target audience is likely to see them. Ask students to think about some products that might be targeted to them (e.g., video games, cereal). Ask them to think about other target audiences, such as their parents, and some products that might be targeted to them (e.g., cars, banks). Think about people their age, what products might be targeted to them? What would you do differently in an advertisement to young people compared to adults? You will need to think about your target audience for your advertisement. The next thing you will think about, is how you advertise it. What types of ads are there? In your groups, brainstorm as many types of advertisements as you can. Share out as a group (have each group name 1 at a time) Possible TYPES OF ADS <ul style="list-style-type: none"> Brochures Emails Magazine and newspaper ads Online advertisements (display, etc.) Websites Billboards Social Media
5 min		<p>Assignment:</p> <ul style="list-style-type: none"> Remind students that they will be inventing a new Big Chicken item. They need to have an ad finished and ready to present by next class period. Ads can be in any form. Hand out peer evaluation forms so they know what the class will be looking for.
25 min		<ul style="list-style-type: none"> Students work on ads for the remainder of the class.

LESSON 04: MARKETING PLAN AND AD PRESENTATIONS

TIME	MATERIALS	ACTIVITY
20 min	Whiteboard or Projector	<ul style="list-style-type: none"> Students take the beginning of class to finish their ads and practice their presentations.
20 min		<p>Presentations and peer evaluations</p> <ul style="list-style-type: none"> Each group presents while others in the class fill out peer evaluations. If time, take some audience feedback after each about what they liked about their ad.
10 min		<p>Reflections</p> <ul style="list-style-type: none"> Students reflect by drawing their artwork on a Postcard.

MARKETING DEFINITIONS WORKSHEET

Fill in the blanks with the appropriate word.

WORD BANK

Branding, Advertising, Call To Action, Merchandising, Marketing, Management, Public Relations

1. _____ A job that involves encouraging people to buy a product or service.
2. _____ The business of trying to persuade people to buy products or services.
3. _____ The act of giving a company a particular design or symbol in order to advertise its products and services.
4. _____ The control and organization of something.
5. _____ The set of techniques and strategies related to managing how information about an individual or company is disseminated to the public, and especially the media.
6. _____ The activity of promoting the sale of goods, especially by their presentation in retail outlets.
7. _____ Any design or text to prompt an immediate response or encourage an immediate sale.

4P'S WORKSHEET

The 4 Ps of marketing are a collection of four essential elements of a marketing campaign – namely product, price, promotion, and place. Also known as “the marketing mix,” the 4 Ps collectively create a framework for organizing and planning a marketing strategy for a product or service.

Look at the example below and try to fill out the rest of the table.

PRODUCT	PRICE	PLACE	PROMOTION
Doggie Daycare Service	\$10 per hour	At the customer's home	Put flyers in the local park where owners walk their dogs. Coupon for 1/2 price on 2nd visit.
Custom Sneakers			
Cake Bakery			
Flavored Seltzer Water			

MARKETING PLAN WORKSHEET

DIRECTIONS

The marketing plan is a written record of how you're going to use your marketing mix. Think about Big Chicken in Space and your new menu item, then create a marketing plan for it. Be prepared to explain your answers.

BACKGROUND

1. What is Big Chicken?
2. What is the goal of the company?
3. What kind of products do they have?

PRODUCT

4. You get to give your menu item a new name, what name do you choose?
5. What does your product do for customers?

PRICE

6. How much does your menu item cost?
7. Will you use any special price strategies? If so, which ones and why?

PLACEMENT

8. Where will you sell your menu item?
9. Where will you position your product to catch the eye of your target customer?

PROMOTION

11. How will you get the word out?
12. Who is your target customer?

PEER EVALUATION FORM

Group Number: _____

1. How has the designer tried to grab the audience's attention?

2. Who do you think is the target audience?

3. Does the ad grab your attention? How does it do that?

4. Is the presentation of information simple and direct?

5. Would you try this new product?