

Role Play – Importance of Marketing

Name _____

Situation

You are to assume the role of a high school marketing student. Your sister (judge/teacher) designs and makes purses that she has been selling to friends and family. Your sister (judge/teacher) is now considering opening a business to sell her purses.

Activity

You are to explain to your sister (judge/teacher) about marketing and creating a marketing plan. You should also explain marketing in general. In your explanation, also include the importance of a marketing plan and the components of a marketing plan. Relate how these can affect the success of a business.

Evaluation

You will be evaluated on how well you meet the following performance indicators:

Time Limit = No longer than 15 minutes

Describe marketing functions and related activities	14	
Explanation of marketing	6	
Explain the nature of marketing plans (why?)	10	
Select a target market (give her opinion) customer profile	10	
Set marketing goals and objectives (be specific, give examples)	10	
Develop a marketing plan (parts and including marketing mix – 4 Ps)	20	
Ease and understanding of material when presenting	15	
Professionalism (voice, eye contact, seriousness)	15	
Total Points	100	

