

Marketing and Communications

Description of Activity: Marketing plays a crucial role in connecting businesses to consumers, especially in industries like agriculture where storytelling and advocacy can make a big impact. This lesson uses Culver's as a real-world example to explore how effective marketing strategies can promote both products and agricultural awareness.

STUDENT LEARNING OBJECTIVES:

After completing these activities, students will ...

1. Describe the role of marketing in agriculture.
2. Identify the four P's of marketing.
3. Develop a marketing strategy for a new Culver's product.

SUGGESTED TIME:

150 minutes (*Time requirements may vary based upon student understanding and class schedule.)

RESOURCES/REFERENCES:

1. Culver's Virtual Field Trip Video, <https://AgExplorer.FFA.org/virtual-field-trips/fresh-frozen-custard-careers-from-dairy-to-dish/>
2. Video: "Four P's of Marketing," <https://www.youtube.com/watch?v=Mco8vBAwOmA&t=3s>
3. Video: "Culver's Commercial," <https://www.youtube.com/watch?v=Lk2Ehrzybmw>

EQUIPMENT AND SUPPLIES NEEDED:

1. A copy of the "Farm Fresh Marketing" worksheet for each student
2. Blank paper
3. Crayons, markers, colored pencils
4. Internet access to play the videos in real time or embed them in a PowerPoint ahead of time
5. Cut out [Logos for Grouping](#), one logo per student (make sure that three or four students have each logo)

VOCABULARY:

1. Campaign
2. Logo
3. Marketing
4. Promotion
5. Target audience

STUDENT ACTIVITY SHEETS:

Direct access to student activity sheets without lesson plan or answer key for easy upload to a learning management system or printing for classwork.

<https://ffa.box.com/s/q3lnagx7fueypfxqx2sdn45ggtio0syy> (Word)

<https://ffa.box.com/s/q3lnagx7fueypfxqx2sdn45ggtio0syy> (PDF)

<https://docs.google.com/document/d/1Lb-GU0NtiLMQuvwOyVUrvWXf9jF12Lw8beGCOEGToNg/copy> (Google)

LESSON PLAN:

1. **Bell Ringer:** Think of your favorite restaurant or brands. How do they convince you to buy their products?
2. **Introduction:** *Have you ever thought about how businesses convince you to choose their products over others? Today, we're going to dive into the world of marketing and see how Culver's uses creative strategies to not only promote their food but also support agriculture. Let's explore how marketing connects the dairy to the dish!*

Play the Marketing and Communications segment from the [Culver's Virtual Field Trip](#) on AgExplorer. Have students complete the questions on the Marketing and Communications section of the Culver's Virtual Field Trip Student Guide.

4. **Activity:** Each student needs a copy of the worksheet "Farm Fresh Marketing."
 - a. **Part 1:** Have students complete the logo activity on their student activity sheets. Turn this into a fun game! The teacher will cut out the cards and hide them around the room. Students will then search for the hidden cards, identify them and record their answers. The student who identifies the most cards correctly in the shortest amount of time wins the game! If they are unsure, instruct them to leave it blank. When done, students should answer the discussion questions.
 - b. **Part 2:** Show the [Four P's of marketing video](#). Have students answer the questions on their student activity sheets as they follow along. When done, show the [Culver's commercial](#). As students watch, have them answer the questions on their student activity sheets. When done with the video, they will answer the discussion questions.
 - c. **Part 3:** Put students in groups of three or four by utilizing the Logos for Grouping document. Depending on your class size, make sure that three or four students have each logo. They will have to find the other individuals with their logo and that will be their group. In their assigned groups, students will read the scenario below and complete their marketing plans with the requirements listed. The template and rubric will help guide them. When done, students will be presenting their plans to the class.

Congratulations! You have been hired by Culver's as its newest marketing team to develop an exciting campaign for the *Farm Fresh Flavor Initiative*.

Culver's is looking to highlight its commitment to farm-fresh ingredients and support for local agriculture. Your team has been given the mission to create a marketing campaign that will:

1. Promote a *new farm-to-table menu item* that celebrates fresh, locally sourced ingredients.
2. Appeal to customers who value quality, sustainability and community support.
3. Showcase Culver's as a leader in connecting consumers with the heart of agriculture.

Challenge Requirements:

- Design an innovative marketing strategy that incorporates the four P's of marketing (Product, Price, Place, Promotion).
- Develop a creative marketing plan that includes a:
 - Flyer/poster
 - Social media post
 - 30-second video



- Prepare a short pitch (two to three minutes) to present your campaign, convincing Culver's executives (your classmates) why your strategy will make the new menu item a hit! Use the template below to help guide you.
4. **Follow-up:** Have students vote on their favorite pitch.
 5. **Optional – Extended Learning Opportunities (Not factored into time requirement):** Host a local marketing professional, Culver's representative or FFA alumni to speak about real-world marketing practices.
 6. **Exit Ticket:** What is one thing you learned about marketing today that could help in your SAE, FFA chapter or future career?

Name: _____

Farm Fresh Marketing

PART 1

Directions: There are 12 logos hidden around the classroom. Find all 12 and fill in the worksheet below with your answer. If you are unsure, leave it blank. The student who accurately completes this activity the fastest wins a fun prize! When done, answer the discussion questions.

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

Name: _____

Discussion Questions:

1. Which logos did you recognize and why?

2. Which logos were difficult to identify? Why might that be?

3. What about a logo makes it appealing or memorable? Give two specific examples.

4. What do you think a logo tells us about a company or brand?

Name: _____

PART 2

Directions: Complete the activity below as you watch the video about the four P's of marketing.

Video: <https://www.youtube.com/watch?v=Mco8vBAwOmA&t=3s>

1. What are the four P's of marketing? List and define them in your own words.

-
-
-
-

2. The video discusses three different “customers” for a hamburger. After watching and using the video for inspiration, create your own customer and answer the prompts below.

Customer:	Draw a picture of your customer:
Description of Customer:	
Product (What about your hamburger will appeal to this customer?)	
Price (What is the right price for this customer?)	
Place (Where will you sell it so your customer sees it?)	
Promotion (How will you promote your product to this customer?)	

Name: _____

Directions: Complete the activity below as you watch the Culver's video. After the video, answer the conclusion questions.

Video: <https://www.youtube.com/watch?v=Lk2Ehrzvbmw>

1. What is the message of this ad?

2. How does it connect Culver's to agriculture and its customers?

3. Why is this approach effective?

4. How does Culver's use the "four P's" in this ad?
 - Product:

 - Price:

 - Place:

 - Promotion:

Discussion Questions:

1. How does a company's target audience impact its marketing strategy?

2. What role do advertisements play in shaping how consumers view a brand?

Name: _____

PART 3

Directions: In your assigned group, read the scenario below and complete your marketing plan with the requirements listed. The template and rubric will help guide you. When done, you will be presenting your plan to the class.

Congratulations! You have been hired by Culver's as its newest marketing team to develop an exciting campaign for the *Farm Fresh Flavor Initiative*.

Culver's is looking to highlight its commitment to farm-fresh ingredients and support for local agriculture. Your team has been given the mission to create a marketing campaign that will:

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- Develop a creative marketing plan that includes a:
 - Flyer/poster
 - Social media post
 - 30-second video
- Prepare a short pitch (two to three minutes) to present your campaign, convincing Culver's executives (your classmates) why your strategy will make the new menu item a hit! Use the template below to help guide you.

Name: _____

Marketing Plan Template

Team Name: _____

Product Name: _____

Target Audience: _____

1. Product

- Describe your product.
 - What is it?
 - What makes it unique or special?
 - Why will customers want it?

Write your description here:

2. Price

- Set your price.
 - How much will the product cost?
 - Why did you choose this price?
 - Does it reflect quality, affordability or exclusivity?

Write your pricing strategy here:

3. Place

- Decide where to sell your product.
 - Where will customers find it?
 - Why is this the best location?

Write your distribution plan here:

4. Promotion

- Plan your promotions.
 - How will you advertise your product?
 - What will make your promotion stand out?

Write your promotional strategy here:

****Bonus Points:** Add a catchy slogan for your campaign.
Slogan:

Name: _____

Marketing Plan Rubric

Area	4 Points	3 Points	2 Points	1 Point	Total
Content	All required content is included.	Most of the content is included, but there is one piece of the required components missing.	Content is confusing and is missing two of the required components.	Two or more of the required components are missing.	
Clarity and Creativity	The plan is easy to understand, and all elements are clearly spoken. Creativity was used.	The plan is easy to understand, and most elements are clearly spoken. Some creativity was used.	The plan is hard to understand with very quiet speaking. Little creativity was used.	The plan is hard to understand, and one cannot follow the thought process. No creativity was used.	
Presentation Skills	Students are thorough and maintain eye contact.	Students are somewhat professional and depend on the presentation.	Two mistakes are heard in the presentation.	No evidence of preparation.	
Time	Presentation was two to three minutes in length.			Presentation was either under or over the allotted time frame.	
Total					

Comments:

Name: _____

KEY: Farm Fresh Marketing

PART 1

Directions: There are 12 logos hidden around the classroom. Find all 12 and fill in the worksheet below with your answer. If you are unsure, leave it blank. The student who accurately completes this activity the fastest wins a fun prize! When done, answer the discussion questions.

1. Sonic
2. KFC
3. Burger King
4. Wikipedia
5. Chick-fil-a
6. McDonalds
7. In and Out Burger
8. Whataburger
9. Olympics
10. NASA
11. Dunkin' Donuts
12. Wendy's

Name: _____

Discussion Questions:

1. Which logos did you recognize and why?

Answers will vary.

2. Were there any logos that were difficult to identify? Why might that be?

Answers will vary.

3. What about a logo makes it appealing or memorable?

Answers will vary.

4. What do you think a logo tells us about a company or brand?

Answers will vary.

Name: _____

PART 2

Directions: Complete the activity below as you watch the video about the four P's of marketing.

Video: <https://www.youtube.com/watch?v=Mco8vBAwOmA&t=3s>

1. What are the four P's of marketing? List and define them in your own words.

- **Product:** Answers will vary.
- **Price:** Answers will vary.
- **Place:** Answers will vary.
- **Promotion:** Answers will vary.

2. The video discusses three different "customers" for a hamburger. After watching, choose your own customer and answer the prompts below.

Customer: Answers will vary.	Draw a picture of your customer: Answers will vary.
Description of Customer: Answers will vary.	
Product (What about your hamburger will appeal to this customer?) Answers will vary.	
Price (What is the right price for this customer?) Answers will vary.	
Place (Where will you sell it so your customer sees it?) Answers will vary.	
Promotion (How will you promote your product to this customer?) Answers will vary.	

Name: _____

Directions: Complete the activity below as you watch the Culver's video. After the video, answer the conclusion questions.

Video: <https://www.youtube.com/watch?v=Lk2Ehrzvbmw>

1. What is the message of this ad?

Culver's has fresh ingredients from local places.

2. How does it connect Culver's to agriculture and its customers?

They use ingredients fresh from Wisconsin and other rural areas.

3. Why is this approach effective?

Consumers are looking for something they can connect to.

4. How does Culver's use the "four P's" in this ad?

- Product: Fresh ingredients
- Price: Affordable for families
- Place: Local communities
- Promotion: Television, social media, YouTube

Discussion Questions:

1. How does a company's target audience impact their marketing strategy?

Answers will vary.

2. What role do advertisements play in shaping how consumers view a brand?

Answers will vary.

Name: _____

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Marketing Plan Template

Team Name: Answers will vary.

Product Name: Answers will vary.

Target Audience: Answers will vary.

1. Product

- Describe your product.
 - What is it?
 - What makes it unique or special?
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Write your description here:

Answers will vary.

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Answers will vary.

3. Place

- Decide where to sell your product.
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 - Why is this the best location?

Write your distribution plan here:

Answers will vary.

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- Plan your promotions.
 - How will you advertise your product?
 - What will make your promotion stand out?

Write your promotional strategy here:

Answers will vary.

****Bonus Points:** Add a catchy slogan for your campaign.

Slogan: Answers will vary.

Name: _____

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