



Lesson 6 of 8

Product Marketing

Created: 03/2025 by the National FFA Organization

Description of Lesson Series: *There are a wide range of careers available in the Power, Structural and Technical Systems pathway. Students might not even be aware of many of these careers. This lesson series will dive into the multitude of careers that are needed to take a precision agricultural product from idea to finished product and beyond. These lessons are designed to be used in order.*

Student Learning Objectives:

After completing these activities, students will ...

1. Identify marketing-related careers in the PST sector and explain their role in promoting agricultural products.
2. Develop a marketing strategy that highlights the key features and benefits of a precision agriculture product.
3. Create promotional materials and a persuasive sales pitch tailored to the product's target audience.
4. Evaluate the effectiveness of marketing strategies through peer feedback and revision.

Suggested Grade Level:

Grades 9 and 10 (This lesson is written so instructors can scale up or down based on class needs.)

Suggested Time: 120 minutes (*Time requirements may vary based upon student understanding and class schedule.)

Resources/References:

- i. Website: AgExplorer, AgExplorer.FFA.org/career/

Related Resources:

1. "Power Up" Your Future With John Deere, <https://FFA.box.com/s/rmzz3a341ei4f0te2hasrch2ep2tgme1>
2. We Are John Deere Series, <https://FFA.box.com/s/3fjke9572nl1zt298rx5oo0k65m8horv>

Equipment and Supplies Needed:

1. A copy of the "Product Marketing" worksheet for each student
2. Internet access

Vocabulary:

1. Advertisement
2. Evaluation
3. Marketing

Cross-Curricular Connections:

English/Language Arts	Technology
• Students will evaluate and provide feedback. • Students will create a print advertisement.	• Students will create a commercial.

Name: _____

SAE and FFA Connections

1. Agricultural Communications CDE, [FFA.org/participate/cdes/ag-communications/](https://ffa.org/participate/cdes/ag-communications/)
2. Marketing Plan CDE, [FFA.org/participate/cdes/marketing-plan/](https://ffa.org/participate/cdes/marketing-plan/)

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/8rqui734kbko8a706vikntmj4l8y4rfz> (Word)

<https://ffa.box.com/s/4sv9bmcurgotbkaeajc7c0n2qirx67qh> (PDF)

https://docs.google.com/document/d/192rEwlmPsiYyBC49M_bxivGr6TAjBZHiEuXMmjKH_hl/copy (Google)

These Activities Are Aligned to the Following Standards:

FFA Precept

- FFA.PL-A.Action: Assume responsibility and take the necessary steps to achieve the desired results, no matter what the goal or task at hand.
- FFA.PL-C.Vision: Visualize the future and how to get there.
- FFA.PL-E.Awareness: Understand personal vision, mission and goals.
- FFA.PL-F.Continuous Improvement: Accept responsibility for learning and personal growth.
- FFA.PG-I.Professional Growth: Assume responsibility for attaining and improving upon the skills needed for career success.
- FFA.PG-J.Mental Growth: Embrace cognitive and intellectual development relative to reasoning, thinking and coping.
- FFA.CS-M.Communication: Effectively interact with others in personal and professional settings.
- FFA.CS-N.Decision Making: Analyze a situation and execute an appropriate course of action.

AFNR Cluster Skills

- CS.05. Describe career opportunities and means to achieve those opportunities in each of the Agriculture, Food & Natural Resources career pathways.

Common Core – Speaking and Listening

- CCSS.ELA-Literacy.SL.9-10.1 Initiate and participate effectively in a range of collaborative discussions (one-on-one, in groups, and teacher-led) with diverse partners on grades 9-10 topics, texts, and issues, building on others' ideas and expressing their own clearly and persuasively.
- CCSS.ELA-Literacy.SL.9-10.2 Integrate multiple sources of information presented in diverse media or formats (e.g., visually, quantitatively, orally) evaluating the credibility and accuracy of each source.

Common Core – Science & Technical Subjects

- AG5 Describe career opportunities and means to achieve those opportunities in each of the Agriculture, Food & Natural Resources Career Pathways.

AFNR Career Ready Practices

- CRP.04. Communicate clearly, effectively, and with reason. Career-ready individuals communicate thoughts, ideas and action plans with clarity, whether using written, verbal and/or visual methods.
- CRP.07. Employ valid and reliable research strategies. Career-ready individuals are discerning in accepting and using new information to make decisions, change practices or inform strategies.
- CRP.08. Utilize critical thinking to make sense of problems and persevere in solving them. Career-ready individuals readily recognize problems in the workplace, understand the nature of the problem, and devise effective plans to solve the problem.
- CRP.10. Plan education and career path aligned to personal goals. Career-ready individuals take personal ownership of their own educational and career goals, and they regularly act on a plan to attain these goals.

Partnership for 21st Century Skills

- Communication
- Critical Thinking and Problem Solving
- Initiative and Self-direction
- Leadership and Responsibility

Name: _____

Lesson Plan:

1. **Bell Ringer:** What is the most effective advertisement you've ever seen? What made it stand out?
2. **Introduction:** *Even the most innovative product won't succeed without effective marketing. Careers in marketing, including sales representatives and agriculture marketers, connect products to the people who need them most. Today, you will explore marketing strategies used by companies in the Power, Structural and Technical Systems sector to showcase the benefits of their equipment. You will also develop a marketing campaign and sales pitch for your precision agriculture product, learning how to communicate its value to potential customers.*
3. **Activity:** Each student needs a copy of the worksheet "Product Marketing."
 - a. **Part 1:** Instruct students to choose and watch 15 different videos of commercials/ads for various agriculture technology products on YouTube. Two of them must be from John Deere. They will evaluate those based on criteria on their activity sheets. *If YouTube is blocked, consider showing the videos from your device or downloading the videos in advance.
 - b. **Part 2:** Students will take what they learned from Part 1 and will apply it to their own precision agriculture product. They will develop a video advertisement and print advertisement (social media post, flyer, brochure, etc.). When done, instruct them to swap their advertisements with another group and complete a peer review using the rubrics.
 - c. **Part 3:** Have students choose one marketing career from the list on their student activity sheets. They will then research that career on [AgExplorer](#) and answer the questions on their student activity sheets.
4. **Follow-up:** Have each group deliver a 30-second elevator pitch for their product, emphasizing its value, benefits and unique features.
5. **Optional – Extended Learning Opportunities (Not factored into time requirement):**
 - a. Have a guest speaker from your community come in to talk about marketing strategies used at their business or company.
6. **Exit Ticket:** Name one marketing career and explain how it helps promote agricultural products.

Name: _____

Product Marketing

Part 1

Directions:

Choose 15 different commercials to watch on YouTube and fill out the worksheet below. At least two of the commercials must be on John Deere products. When done, answer the analysis questions.

Commercial Evaluation Worksheet

Commercial Evaluation. As you watch the TV commercials, think about the overall effect the commercial has on you as the consumer. Use the chart below to evaluate each of the commercials. Use the boxes to check mark any of the criteria that each commercial meets, as well as to make any other notes or interesting points about each commercial.

	Indicate your yes or no answer in the cells below with check mark.						Company and product name	
	Did the commercial include ...				Is the message ...			
	A jingle?	Real-life figures?	Animation?	Small print at the bottom of the screen?	Clear?	Aimed at a specific age or gender?		
Commercial 1								
Commercial 2								
Commercial 3								
Commercial 4								
Commercial 5								
Commercial 6								
Commercial 7								
Commercial 8								
Commercial 9								
Commercial 10								
Commercial 11								
Commercial 12								
Commercial 13								
Commercial 14								
Commercial 15								

Name: _____

Commercial Analysis Questions:

1. Which commercial sticks in your mind the most? Why?

2. Which commercial do you think will last the longest (continue to be aired on TV)? Why?

3. Which commercial is the most unique? Why or how?

4. Of the commercials you just viewed, have you seen an “updated” version recently? If so, which one? What is different with the new commercial?

5. What role do commercials play in your wanting or purchasing a product?

Name: _____

Part 2

Directions:

Step 1: Join your group for the project. Using what you learned about good advertisements, you will have a chance to create your own commercial and print advertisement for your new product! Use the assignment sheet and rubrics to help guide the creation of your advertisements.

Step 2: When you are done with your advertisements, you will swap with another group. Use the rubrics to provide feedback to the other group.

1. Video Advertisement

- **Length:** 30 to 60 seconds
- **Content Requirements:**
 - **Introduction:** Briefly introduce your precision agriculture product.
 - **Features and Benefits:** Highlight at least three key features of your product and explain how it benefits the user (e.g., improves efficiency, saves time, reduces costs).
 - **Demonstration:** Show the product in action, either through visual representation, animation or a demonstration scenario.
 - **Call to Action:** End with a clear call to action, encouraging viewers to take the next step (e.g., visit the website, contact for more info or make a purchase).
- **Audio:** Clear and professional audio; background music is optional but should not overpower the narration.
- **Visual Quality:** The video should be well-lit, stable (avoid shaky camera work) and use high-resolution visuals.

2. Print Advertisement

- **Type:** Choose one format—flyer, brochure or poster.
- **Content Requirements:**
 - **Title and Tagline:** Include a catchy title or slogan that grabs attention.
 - **Product Description:** Provide a concise, persuasive description of your product, focusing on the most important benefits and features.
 - **Visuals:** Include at least one high-quality image or graphic of your product or how it's used.
 - **Contact Information:** Provide information on how to contact for more details or where to purchase (e.g., website, phone number or social media handles).
 - **Call to Action:** Encourage potential customers to take immediate action (e.g., "Order Now!" or "Learn More at www.xyz.com").
- **Design Elements:** Use appealing fonts, colors and layout. The design should be clean, professional and easy to read.

Name: _____

Commercial Rubric

	4 — Accomplished	3 — Satisfactory	2 — Basic	1 — Very Limited	Total
Content	Clear, engaging, and well-organized; highlights all key product features & benefits effectively	Includes most key features and benefits but could be more engaging	Basic explanation of product features with limited engagement	Missing key features or benefits; unclear	
Visuals	High-quality visuals demonstrating product use; clear and professional production	Good quality visuals; somewhat engaging but could use more clarity or creativity	Poor visuals; unclear or distracting	No demonstration or visuals	
Audio	Clear, professional audio; background music is well-balanced and enhances video	Audio is mostly clear, with minimal distractions or background noise.	Audio is unclear or difficult to understand.	No audio or completely inaudible	
Call to Action	Strong and clear call to action that encourages viewer engagement	Call to action is present but could be more compelling or clear.	Call to action is vague or not emphasized enough.	Call to action is unclear or missing.	
Creativity	Highly creative and engaging; keeps the audience interested from start to finish	Engaging, with some creative elements that capture attention	Lacks engagement; very little creativity	No creativity or engagement	
Total					

Comments:

Name: _____

Print Advertisement Rubric

	4 — Accomplished	3 — Satisfactory	2 — Basic	1 — Very Limited	Total
Design and Visual Appeal	Well-designed, clean, professional layout with excellent use of colors, fonts and images	Design is simple but functional; could be more polished	Design is cluttered or unprofessional; hard to read	No design or very poor visual quality	
Content	Clear, concise and compelling product description; highlights key features and benefits	Content is acceptable but lacks persuasiveness or detail.	Content is unclear, incomplete or ineffective.	No content or very unclear	
Call to Action	Strong, clear and direct call to action	Clear call to action but could be more compelling	Call to action is unclear or missing	No call to action	
Creativity	Highly creative and original; stands out and grabs attention	Creative with a few original elements that catch attention	Some creative aspects, but overall standard	No creativity	
Relevance to Product	Strong connection between advertisement and precision agriculture product	Good connection to precision agriculture but could be strengthened	Minimal connection to precision agriculture	No connection to precision agriculture	
Total					

Comments:

Name: _____

Part 3

Directions:

Choose one of the marketing careers below. Use AgExplorer.FFA.org/career/ to help you research that career and fill in the worksheet below.

Marketing Careers: Brand manager, communications specialist, digital marketing lead, digital marketing specialist, graphic designer, marketing manager, marketing specialist, public relations specialist, social media strategist

Chosen Marketing Career:

1. What are three to five typical responsibilities for this career?

-
-
-
-
-

2. What is the typical employer for this career?

3. Why is this career role important for the marketing of PST products?

4. Do you think you would enjoy working in this career role? Why or why not?

5. How does this career role contribute to the success of the product or company in the PST sector?

Name: _____

KEY: Product Marketing

Part 1

Directions:

Choose 15 different commercials to watch on YouTube and fill out the worksheet below. At least two of the commercials must be on John Deere products. When done, answer the analysis questions.

Commercial Evaluation Worksheet

Commercial Evaluation. As you watch the TV commercials, think about the overall effect the commercial has on you as the consumer. Use the chart below to evaluate each of the commercials. Use the boxes to the right to check mark any of the criteria that each commercial meets, as well as to make any other notes or interesting points about each commercial.

	Indicate your yes or no answer in the cells below with check mark.						Company and product name	
	Did the commercial include ...				Is the message ...			
	A jingle?	Real-life figures?	Animation?	Small print at the bottom of the screen?	Clear?	Aimed at a specific age or gender?		
Commercial 1	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	
Commercial 2	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	
Commercial 3	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	
Commercial 4	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	
Commercial 5	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	
Commercial 6	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	
Commercial 7	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	
Commercial 8	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	
Commercial 9	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	
Commercial 10	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	
Commercial 11	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	
Commercial 12	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	

Name: _____

Commercial 13	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.
Commercial 14	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.
Commercial 15	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.	Answers will vary.

Commercial Analysis Questions:

1. Which commercial sticks in your mind the most? Why?

Answers will vary.

2. Which commercial do you think will last the longest (continue to be aired on TV)? Why?

Answers will vary.

3. Which commercial is the most unique? Why or how?

Answers will vary.

4. Of the commercials you just viewed, have you seen an “updated” version recently? If so, which one? What is different with the new commercial?

Answers will vary.

5. What role do commercials play in your wanting or purchasing a product?

Answers will vary.

Name: _____

Part 2

Directions:

1. Join your group for the project. Using what you learned about good advertisements, you will have a chance to create your own commercial and print advertisement for your new product! Use the assignment sheet and rubrics to help guide the creation of your advertisements.
2. When you are done with your advertisements, you will swap with another group. Use the rubrics to provide feedback to the other group.

1. Video Advertisement

- **Length:** 30 to 60 seconds
- **Content Requirements:**
 - **Introduction:** Briefly introduce your precision agriculture product.
 - **Features and Benefits:** Highlight at least three key features of your product and explain how it benefits the user (e.g., improves efficiency, saves time, reduces costs).
 - **Demonstration:** Show the product in action, either through visual representation, animation or a demonstration scenario.
 - **Call to Action:** End with a clear call to action, encouraging viewers to take the next step (e.g., visit the website, contact for more info or make a purchase).
- **Audio:** Clear and professional audio; background music is optional but should not overpower the narration
- **Visual Quality:** The video should be well-lit, stable (avoid shaky camera work) and use high-resolution visuals.

2. Print Advertisement

- **Type:** Choose one format—flyer, brochure, or poster.
- **Content Requirements:**
 - **Title and Tagline:** Include a catchy title or slogan that grabs attention.
 - **Product Description:** Provide a concise, persuasive description of your product, focusing on the most important benefits and features.
 - **Visuals:** Include at least one high-quality image or graphic of your product or how it's used.
 - **Contact Information:** Provide information on how to contact for more details or where to purchase (e.g., website, phone number or social media handles).
 - **Call to Action:** Encourage potential customers to take immediate action (e.g., "Order Now!" or "Learn More at www.xyz.com").
- **Design Elements:** Use appealing fonts, colors and layout. The design should be clean, professional and easy to read.

Name: _____

Commercial Rubric

	4 — Accomplished	3 — Satisfactory	2 — Basic	1 — Very Limited	Total
Content	Clear, engaging, and well-organized; highlights all key product features & benefits effectively	Includes most key features and benefits but could be more engaging	Basic explanation of product features with limited engagement	Missing key features or benefits; unclear	
Visuals	High-quality visuals demonstrating product use; clear and professional production	Good quality visuals; somewhat engaging but could use more clarity or creativity	Poor visuals; unclear or distracting	No demonstration or visuals	
Audio	Clear, professional audio; background music is well-balanced and enhances video	Audio is mostly clear, with minimal distractions or background noise.	Audio is unclear or difficult to understand.	No audio or completely inaudible	
Call to Action	Strong and clear call to action that encourages viewer engagement	Call to action is present but could be more compelling or clear.	Call to action is vague or not emphasized enough.	Call to action is unclear or missing.	
Creativity	Highly creative and engaging; keeps the audience interested from start to finish	Engaging, with some creative elements that capture attention	Lacks engagement; very little creativity	No creativity or engagement	
Total					

Comments:

Name: _____

Print Advertisement Rubric

	4 — Accomplished	3 — Satisfactory	2 — Basic	1 — Very Limited	Total
Design and Visual Appeal	Well-designed, clean, professional layout with excellent use of colors, fonts and images	Design is simple but functional; could be more polished	Design is cluttered or unprofessional; hard to read	No design or very poor visual quality	
Content	Clear, concise and compelling product description; highlights key features and benefits	Content is acceptable but lacks persuasiveness or detail.	Content is unclear, incomplete or ineffective.	No content or very unclear	
Call-to-action	Strong, clear and direct call to action	Clear call to action but could be more compelling	Call to action is unclear or missing	No call to action	
Creativity	Highly creative and original; stands out and grabs attention	Creative with a few original elements that catch attention	Some creative aspects, but overall standard	No creativity	
Relevance to Product	Strong connection between advertisement and precision agriculture product	Good connection to precision agriculture but could be strengthened	Minimal connection to precision agriculture	No connection to precision agriculture	
Total					

Comments:

Name: _____

Part 3

Directions:

Choose one of the marketing careers below. Use AgExplorer.FFA.org/career/ to help you research that career and fill in the worksheet below.

Marketing Careers: Brand manager, communications specialist, digital marketing lead, digital marketing specialist, graphic designer, marketing manager, marketing specialist, public relations specialist, social media strategist

Chosen Marketing Career:

1. What are three to five typical responsibilities for this career?

Answers will vary.

2. What is the typical employer for this career?

Answers will vary.

3. Why is this career role important for the marketing of PST products?

Answers will vary.

4. Do you think you would enjoy working in this career role? Why or why not?

Answers will vary.

5. How does this career role contribute to the success of the product or company in the PST sector?

Answers will vary.