

Name: _____

Pitch Perfect

Part 1

Directions:

Surveys are an important part of marketing, but it's vital to know how to ask the right questions. Using the resource "Survey Questions 101: Do You Make These 7 Mistakes?" (<https://www.qualtrics.com/blog/writing-survey-questions/>), complete the following activities to learn about surveys and their development.

Read the article "Survey Questions 101: Do You Make These 7 Mistakes?" and identify each of the mistakes.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____

Using what you read in the resource above, examine the questions below and complete the following tasks: (1) Draw a green circle around the questions written correctly, (2) draw a red circle around the questions written incorrectly and (3) in purple, correct the questions that you identified as poorly written.

1. How many years have you played basketball?

- ☐ 1-2 years
- ☐ 2-3 years
- ☐ 3-4 years
- ☐ 4-5 years
- ☐ 5-6 years

2. Which instrument is your favorite?

- ☐ Saxophone
- ☐ Violin
- ☐ Flute
- ☐ Cello
- ☐ Triangle

3. To what level do you like Ben and Jerry's Ice Cream?

- ☐ Like a lot
- ☐ Like
- ☐ Neutral
- ☐ Dislike
- ☐ Dislike a lot

4. What is your favorite food?

5. Which shoe is the most attractive and best for basketball?

- ☐ Air Jordan
- ☐ And1
- ☐ Nike
- ☐ Adidas
- ☐ Other

6. Which type of animal do you own?

- ☐ Cat
- ☐ Dog
- ☐ Rabbit
- ☐ Hamster
- ☐ Other

Why is it important to develop well-written questions for a survey?



Name: _____

Part 2

Directions:

Now that you have learned how to write survey questions, you will write your own to survey your classmates about their preferences in a plant-based product. Use the prompts below to create at least 10 survey questions. When you are done creating your questions, create a Google Forms survey to distribute the surveys to your classmates.

Demographic Questions: Ask at least two questions to learn more about the person completing the survey.
(Example: What is your age?)

Current Product Preference Questions: Ask at least three questions about the consumer's current plant-based product preference.
(Example: Select Yes or No — When you eat plant-based products, does freshness matter?)

Product Challenges Question: Ask at least four questions about challenges the consumer faces with the product and improvements they would like to see.
(Example: What would make plant-based products more enjoyable for you?)

Sustainability: Ask at least one question related to the importance of using sustainably produced/sourced ingredients.
(Example: On a scale of 1 to 10, how important is it that the ingredients in your plant-based product are sustainably produced?)

Name: _____

Part 3

Directions:

Now that you have surveyed your classmates about their preferences, it is your chance to market a plant-based product. Choose a plant-based product and complete the activity below.

Product Name: _____

1. Who is your target audience? (Who would buy this?)

2. What makes your product stand out? (Unique feature or selling point)

3. How much will it cost and why?

4. What does your packaging look like? (Sketch it below or on a blank sheet of paper.)

5. How will you advertise it? (Social media, ad slogan, jingle, event booth, etc.)

6. What makes this product sustainable, local or environmentally friendly?

Choose and complete one of the following prompts below for your product.

- Create a social media post advertising your product.
- Write a jingle or slogan to include in your pitch.
- Create a mini video script or storyboard for a 30-second commercial.
- Build a product display sign or billboard sketch.

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Part 4

Directions:

You're designing a trading card for a marketing professional in the agriculture industry. Your card will help others understand what this career is like, including key responsibilities, tools, personality traits and why it's important to the world of agriculture. Choose one marketing-related agriculture career (examples below) and create a trading card on a blank sheet of paper. Use [AgExplorer](https://AgExplorer.FFA.org) (AgExplorer.FFA.org) to help you answer the questions.

- Brand Manager
- Marketing Specialist
- Advertising Coordinator
- Product Development Lead
- Social Media Manager

Sketch what the trading card would look like for this career. Include the following:

Front of the Card: Career Snapshot

- Career Title: The official job title (e.g., Marketing Specialist)
- Nickname or Slogan: A fun alias or tagline (e.g., "The Brand Builder")
- Top Three Skills: List the most important skills needed for success in the role.
- Daily Duties: Describe two or three tasks someone in this job would do each day.
- Workplace: Where this person usually works (office, trade shows, field, etc.)
- Favorite Tool: A piece of tech or app they use often (e.g., Canva, CRM)
- Common Challenge: A real-world issue they help solve
- Why It's Fun: Something exciting or rewarding about the career

Back of the Card: Creative Zone

- Symbol or Icon: Draw a simple image that represents this job (e.g., megaphone, graph).
- Quote or Catchphrase: Include a slogan or something a person in this job might say.
- Power Stats: Rate your career on traits like creativity, communication or organization.
- Fun Fact: Share a surprising or little-known detail about the career.
- Visual Design: Choose colors and fonts that match the job's style or vibe.