Rachel Collins

Jana Valigura

Marketing Livestock – Day 1

11 a/b. The student explores methods of marketing livestock. The student is expected to:

A. Compare various methods of marketing livestock; and

B. Describe methods of marketing meat and meat products.

Objectives:

* Discuss the importance of marketing livestock.
* Compare methods of marketing livestock.
* Critique methods of marketing livestock.
* Create a method of marketing livestock.

Interest Approach: Hand students a different plastic livestock species and different ways to market them.

Materials: PowerPoint Presentation, Student Computers, Whiteboard, Markers, Posters, Craft materials

Method 1: Lecture Marketing Livestock and Poultry

Method 2: Lecture Marketing Livestock and Poultry

Method 3: Student Research: Students will research different methods of marketing

Method 4: Students will create their own marketing plan for their livestock herd

Closure: Review objectives and have students show me their work they have completed before they leave the classroom. They need to tell me one important fact they have learned from their research.

Marketing Livestock – Day 2

14 a/b. The student explores methods of marketing livestock. The student is expected to:

A. Compare various methods of marketing livestock; and

B. Describe methods of marketing meat and meat products.

Objectives:

* Critique methods of marketing livestock.
* Create a method of marketing livestock.
* Illustrate methods of marketing livestock.
* Compare methods of marketing livestock.

Interest Approach: Show pictures of different animals marketed throughout different magazines and websites and determine if they are acceptable.

Materials: PowerPoint Presentation, Student Computers, Whiteboard, Markers, Posters, Craft materials

Method 1: Review information from previous day

Method 2: Quick touch ups on presentation projects

Method 3: Students will present their projects to the class

Method 4: Students present projects

Closure: Discuss the different group methods as a class and express what you find important!

Marketing Livestock – Day 3

14 a/b. The student explores methods of marketing livestock. The student is expected to:

A. Compare various methods of marketing livestock; and

B. Describe methods of marketing meat and meat products.

Objectives:

* Identify different meat products.
* Discuss the purpose of marketing different meat products.
* Analyze different methods of marketing meat products.
* Construct a meat marketing product.

Interest Approach: Show students different packaged meats and discuss why their wrapping matters.

Materials: PowerPoint Presentation, Student Computers, Whiteboard, Markers, Butcher Paper, Craft materials

Method 1: Discuss the reasoning for marketing products

Method 2: Identify the purposes of wrapping meat to draw the consumer’s eye

Method 3: Student Project – Students will take their animals they had from previous lesson and select a cut of meat they wish to market and research how they want to market it.

Method 4: Students work on marketing project.

Closure: Review what the students are working on and have them tell me what their process is.

Marketing Livestock – Day 4

14 a/b. The student explores methods of marketing livestock. The student is expected to:

A. Compare various methods of marketing livestock; and

B. Describe methods of marketing meat and meat products.

Objectives:

* Construct a meat marketing product.
* Justify your marketing product
* Discuss why marketing methods are important.

Interest Approach: Show students different packaged meats from the day before and discuss why they differ.

Materials: PowerPoint Presentation, Student Computers, Whiteboard, Markers, Butcher Paper, Craft materials

Method 1: Students work on marketing project.

Method 2: Students justify why their product will appeal to the consumer’s eye

Method 3: Students justify

Method 4: Review what we have discussed about marketing meat products

Closure: Students write on an exit ticket what they found most important before they leave class.