Unit 4: Create Your Own Store

Content Area: **Gifted and Talented**
Course(s): **Gifted and Talented**
Time Period: **Week 30**
Length: **10 Weeks**
Status: **Published**

Unit Overview

In this culminating unit, students use the information they have learned throughout the year to create their own mock store. Students will need to consider what kind of store they want to make, what types of consumers their store is meant to target, how they will set up their stores, and what kind of marketing they will do. Students will need to do real-life research in order to prepare for the creation of their stores.

Standards

SOC.K-4.6.1.4.C.4	Describe how supply and demand influence price and output of products.
SOC.K-4.6.1.4.C.8	Illustrate how production, distribution, and consumption of goods and services are interrelated and are affected by the global market and events in the world community.
SOC.K-4.6.1.4.C.10	Explain the role of money, savings, debt, and investment in individuals' lives.
WORK.K-4.9.1.4.A.1	Recognize a problem and brainstorm ways to solve the problem individually or collaboratively.
WORK.K-4.9.1.4.B.1	Participate in brainstorming sessions to seek information, ideas, and strategies that foster creative thinking.
WORK.K-4.9.1.4.D.1	Use effective oral and written communication in face-to-face and online interactions and when presenting to an audience.
WORK.K-4.9.2.4.A.1	Explain the difference between a career and a job, and identify various jobs in the community and the related earnings.
WORK.K-4.9.2.4.A.2	Identify potential sources of income and their limitations.

Essential Questions

- How does the design of the interior of the store affect the shopping experience?
- How do you design a store around certain products?
- How do you create appropriate advertisements for a store?

Application of Knowledge and Skills...

Students will know that...

- Different types of stores are designed specifically for the type of products they sell.
- The layout and marketing for a store is dependent upon its products and target audience.

Students will be able to...

- Compare various products to choose which are appropriate for their dream store.
- Design a marketing strategy for their own personal store with a target audience in mind.
- Invent a theme and store layout for their own personal store.

Assessments

- Store Presentations Summative: Other oral assessments Students present their stores and explain their decisions for the way they designed and marketed their stores.
- Advertising for their store Formative: Personal Project Based on the products they selected and the audience they are planning to target, students create advertisements for their store.
- Product Comparisons Formative: Personal Project Students research various products that they may want to have in their store and how they are sold at different stores.
- Store Logo Formative: Other visual assessments Students create a name and logo for their individual store that reflects the type of store they want to create.
- What store do you want to open? Diagnostic: Self Assessment Brainstorm student interests to help them determine the type of store they will design.

Activities

- Brainstorm different types of stores that students could open. If students have common interests, they may want to partner together to open a store.
- Identify five different products that they want in their store. Find different stores that sell these products and compare their prices and see which other products are sold along with those products.
- Create a logo for their store.
- Using graph paper, create a layout of their store and where they will put their products.
- Create a price list.
- Create an advertisement for their store.
- Create a portfolio with all of the information that they have made for their store. The portfolios can be used as a tool for presenting their stores and explaining their decisions.

Activities to Differentiate Instruction

- Students will draw on prior knowledge learned throughout the course of the year to complete this final project.
- Students may need to work in mixed-ability groups to accomplish the entire store design.
- Students can research their products either in person at different stores or through other resources including the Internet, TV, magazines, or newspapers.
- Students may create their logos and price lists by hand or on the computer depending on their skill level and preference.

Integrated/Cross-Disciplinary Instruction

- Math: Price comparisons and price listings.
- Technology: Use of the digital software to create logos, price lists, or advertisements.

Resources

Store circulars, catalogs, or Internet advertisements.