Unit 4: Product Placement

Content Area: **Business**
Course(s): **Marketing II**
Time Period: **4 weeks**
Length: **4 Weeks**
Status: **Published**

Unit Overview

This unit is designed to have the students understand and apply concepts related to product placement integration in movie and television.

Transfer

Students will be able to independently identify and apply basic, advanced, and integrated product placement techniques into an original film.

Meaning

Understandings

Students will understand...

-the nature and scope of product placement

-the concept of product placement in relation to product planning

-the impact of product placement on sales

-factors used by marketers to place products/businesses in television, movies, and sports

-the classifications of product placements

Essential Questions

Students will keep considering...

-What are the components of effective advertising and sales promotion?

-What is product placement?

-Who pays for product placement?

-What are some of the relationships between advertisers and movie makers?

-How is sponsorship illustrated in the movies?

-What are some of the cross-promotional campaigns that came about as a result of the several product placements in films?

Application of Knowledge and Skill

Students will know...

Students will know...

-the nature and scope of product placement

-the concept of product placement in relation to product planning

-the impact of product placement on sales

-factors used by marketers to place products/businesses in television, movies, and sports

-the classifications of product placements

Students will be skilled at...

Students will be able to...

-explain the nature and scope of product placement in movies, television, and sports

-classify the differences between types of product placements

-apply product placement in the creation of an original video

-explain the concept of product placement in relation to product planning

-identify the impact of product placement on sales

-describe factors used by marketers to place products/businesses in television, movies and sports

Academic Vocabulary

product placement

basic placement

advanced product placement

integrated product placement

embedded marketing

brand casting

advertainment

reverse product placement

stealth advertising

Learning Goal 1

Students will be able to explain the nature and scope of product placement in movies, television and sports entertainment

- Students will be able to explain the nature and scope of product placement in movies, television and sports entertainment

12.9.3.MK-COM.1	Apply techniques and strategies to convey ideas and information through marketing communications.
12.9.3.MK-COM.5	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
CRP.K-12.CRP1	Act as a responsible and contributing citizen and employee.
CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.
CRP.K-12.CRP5	Consider the environmental, social and economic impacts of decisions.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP8	Utilize critical thinking to make sense of problems and persevere in solving them.

CRP.K-12.CRP12	Work productively in teams while using cultural global competence.
TECH.8.1.12	Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.
TECH.8.1.12.B	Creativity and Innovation: Students demonstrate creative thinking, construct knowledge and develop innovative products and process using technology.

Target 1

Students will be able to explain the nature and scope of the product placement

- Students will be able to explain the nature and scope of the product placement

Target 2

Students will be able to identify basic, advanced and integrated product placement

- Students will be able to identify basic, advanced and integrated product placement

Learning Goal 2

Students will be able to apply basic, advanced, and integrated product placement through the creation of an original short film

- Students will be able to apply basic, advanced, and integrated product placement through the creation of an original short film

12.9.3.MK-COM.1	Apply techniques and strategies to convey ideas and information through marketing communications.
12.9.3.MK-COM.5	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP7	Employ valid and reliable research strategies.
CRP.K-12.CRP8	Utilize critical thinking to make sense of problems and persevere in solving them.
CRP.K-12.CRP9	Model integrity, ethical leadership and effective management.
CRP.K-12.CRP11	Use technology to enhance productivity.
TECH.8.1.12	Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.
TECH.8.1.12.A	Technology Operations and Concepts: Students demonstrate a sound understanding of technology concepts, systems and operations.
TECH.8.1.12.D	Digital Citizenship: Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior.

TECH.8.1.12.F	Critical thinking, problem solving, and decision making: Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources.
TECH.8.2.12.D.2	Write a feasibility study of a product to include: economic, market, technical, financial, and management factors, and provide recommendations for implementation.

Target 1

Students will be able to develop examples of basic, advanced, and integrated product placement.

- Students will be able to develop examples of basic, advanced and integrated product placement.

Target 2

Students will reflect on other students work for effective and ineffective applications of product placement

- Students will reflect on other students work for effective and ineffective applications of product placement

Summative Assessment

Unit Assessment will be a cummulative written assessment as a Test/Quiz grade. Additionally, each student's product placement video will be used towards the Unit Assessment.

- Unit Assessment will be a cummulative written assessment as a Test/Quiz grade. Additionally, each student's product placement video will be used towards the Unit Assessment.

Formative Assessment and Performance Opportunities

Worksheets

PowerPoint Discussions

Homework and Classwork Activities

Group Activities

In Class Discussions

Do Nows and Closures

Class Polling

Observation

Peer Observation and Critique

Product Placement Video

Test/Quizzes

Differentiation/Enrichment

Differentiation:

Partner support for creating video

Enlist help from TV production teacher.

All instruction, labs, activities, and assessments will be modified and enhanced to individual students IEPs and 504s. Additionally, differentiated classroom management strategies will be utilized as to adhere to these student's individual plans.

Enrichment:

DECA product placement enrichment activities are available. Role plays and tests are available in class and online at www.deca.org

Unit Resources

Teacher generated PowerPoints, notes, projects, and worksheets

Textbooks

Internet resources

Computer based activities

Document projector

Overhead projector

Vocabulary workbooks

YouTube Clips

Interdisciplinary Connections

MA.K-12.5	Use appropriate tools strategically.
LA.RST.11-12.7	Integrate and evaluate multiple sources of information presented in diverse formats and media (e.g., quantitative data, video, multimedia) in order to address a question or solve a problem.
LA.RST.11-12.9	Synthesize information from a range of sources (e.g., texts, experiments, simulations) into a coherent understanding of a process, phenomenon, or concept, resolving conflicting information when possible.
LA.WHST.11-12.6	Use technology, including the Internet, to produce, share, and update writing products in response to ongoing feedback, including new arguments or information.