

Lesson Plan—Promotion Using *Virtual Business*®

Instructor:	Date:
Course Title:	
Unit:	Specific Topic: Promotion
Instructional Goal: (outcome that students should be able to demonstrate upon completion of lesson) 1) Students will be able to define and explain promotion. 2) Students will be able to list the different types of promotions used in <i>Virtual Business</i> . 3) Students will complete store promotion and detail the effectiveness of different promotional methods.	
Performance Objective: (use an action verb in a description of measurable outcome) 1) Using the information gained in class, students will activate the four different methods of promotion in <i>Virtual Business</i> . 2) Using the information gained in class, students will conduct a market research survey to determine the effectiveness of promotional methods used. 3) Students will complete the handout, print the survey, and answer questions relating to this lesson.	
Rationale: (brief justification of why you feel the students need to learn this topic) Students will use knowledge to select most effective promotional method for their <i>Virtual Business</i> store (in future <i>Virtual Business</i> activities).	
Instructional Procedures: <u>Introduction</u> (5 minutes) Ask students to brainstorm about the different ways they hear about or learn about businesses, products, sales, and so on. <ul style="list-style-type: none">• Write their responses on the board.• Discuss advantages and disadvantages of promotional methods identified.	

Instructional Procedures (continued)

Presentation and Activity (30 minutes)

Give students the Promotion handout and have them take notes as you explain some processes they need to know to complete the activity.

Using LCD projector or overhead:

- Review Part I with students.
- Review the Activity with students, demonstrating to the class the process of activating the promotional methods (Action, Promotion, select type of activity, etc.).

Ask students if they have any questions. If none have questions, begin the activity. Assist students when necessary.

Note: If students go bankrupt, have them either start over or use the information they obtained (if adequate).

Evaluation Procedures:

Completed handouts will be part of a *Virtual Business* portfolio. The portfolios are graded for completeness.

Materials and Aids:

- Pen/pencil
- Promotion handout
- Overhead
- Computer/LCD projector (if available)/*Virtual Business* program