

Lesson Topic: Adapting to Marketplace

Standards :

- MM01.10.05 Employ concepts and strategies to communicate information about products, services, images, and/or ideas to achieve a desired outcome
- MM05.03 Understand the tools, techniques and strategies used to deliver value and foster positive, ongoing relationships with customers.

Content Learning Objectives:

1. The student will be able to analyze the impact of a company's brand image on business success.
2. The student will be able to evaluate promotional activities to maximize return on promotional efforts.
3. The student will be able to explain the importance of maintaining a positive brand message.
4. The student will be able to determine how a unique selling proposition sets a company apart from its competitors.

Assessment :

- DECA role plays have the opportunity to be judged by the instructor for performance indicators. Judging sheets can be found at DECA.org.
- Alphabet scavenger hunt can either be graded as project-based learning, standards-based learning, or a points grade.

Day 1 :

- **Review**
 - *Intro to photography*
 - *Find out what students have devices to take a picture, a phone or camera will work, and then provide students without one with a partner. Students will need to have this tomorrow and the next day for class.*
- **Overview**
 - *Start lesson with Heidi Pinkerton video*
- **Presentation**
 - *Video*
 - *Making it up North: Heidi's view of nature (From episode 310)*
- **Exercise**
 - *Discussion*
 - *Heidi's quote goes "I divide my year off by how I am going to make my living. In the winter months, I am teaching classes at the International Wolf Center, I bring students over here, and this is the time of the year I start generating my products for the upcoming year."*
 - *How does Heidi keep her business running year-round?*
 - *Why is there a need to do stuff outside of taking pictures?*
 - *How does Heidi spend her day? Does this make for an efficient way of living?*
 - *What prioritizing does Heidi need to do during her work day? What is her opportunity cost of taking pictures?*
- **Summary**

- *Discussion Wrap-up*
 - *Today was a light day. You were introduced to Heidi and her business, a few photos, and her other creations that make her business go. Next lesson, we will take a deeper dive into her business plan, how she adapts to her market, and our own little photography activity to see what her job is like.*

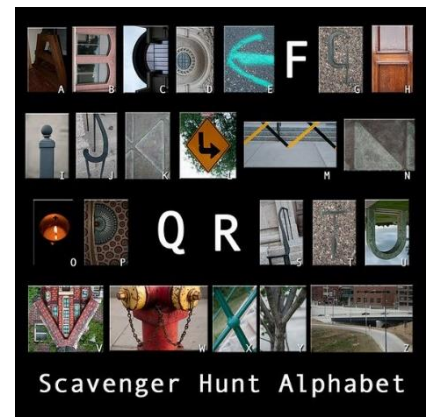
Day 2 :

- **Review**
 - *Discussion*
 - *Briefly review what was discussed yesterday during the video and class discussion. This can be short.*
- **Overview**
 - *Reaching objectives*
 - *Students in this lesson will have an understanding for creativity in business, and identifying why Heidi has to respond to her market in the way she does.*
- **Presentation**
 - *Developing a business concept*
 - *Students are to use their own creative minds to recognize Heidi's business concept. A business concept is a clear and concise description of an opportunity. What is Heidi's opportunity beyond taking photos?*
 - *Part of running a successful business is understanding your customers, testing the market, testing different products, and finding your niche. Discuss for understanding:*
 - *Understanding and talking to your customers to see what products they would be interested in buying. Making sure that you are basing your ideas of legitimate customer opportunity. Understanding your target customers and beneficiaries.*
 - *Testing the market. It would not be wise for Heidi to go "all-in" on one product and have it fail. She should enter different products into the market slowly, with a detailed approach, and have an achievable goal that allows her to see her gauge her future success.*
 - *Along with testing the market, testing different products is very important. She said herself that 92% of her business is selling photos of northern lights. But then she also mentioned that it is hard to sell ONLY photos, and in order to remain in the market she needs to add to her product line. That is why having jewelery, mugs, calendars, and other product focus on the photographs she takes is a large part of her business.*
 - *Finding her niche in the market. Understanding her competition, her strengths and unique photo qualities. A photographer has a really unique market, because they are the only person in the world that has that exact photo. Making it important for her to get out and take more unique pictures.*

- **Exercise**
 - *DECA role play activity prep*
 - *You and your partner are going to assume the role of “Super Expansion,” a student-run business that works with local entrepreneurs to develop business growth plans, recognize potential successes and failures, and give advice to these businesses on the direction of their diversification growth strategy. You have been asked by Heidi Pinkerton to help her expand her business. She mentions to you that she is not selling as many photos as she planned to this year, and she is looking to add to her product list. She is also open to using her other skills and knowledge (nature guide, photography teaching, etc.) to help grow her business in a different way.*
 - *You are to have 10 minutes of prep (which is 20 minutes less than a real DECA partner role play) and you are to present to another group. One group will assume the role of Heidi (judge), they will present, and then they will switch roles. This is meant to ease anxiety of presenting, while connecting your creative ideas to a real business that depends on adapting to her marketplace.*
- **Summary**
 - *Give feedback on DECA role play simulations*

Day 3 :

- **Review**
 - *Discussion*
 - *Review the role play activity and answer any questions on the presentation of last lesson. If there is any need to expand to revisit any concepts, do this before the activity.*
- **Overview**
 - *Active look into photography*
 - *Students will need their photo-taking device for this activity, as they take the role of a photographer. Understanding the real life challenges some entrepreneurs face every day, like potential of failure if they do not have a good photo opportunity.*
- **Presentation**
 - *Introduce photography activity*
 - *Alphabet scavenger hunt.*
 - *Students are to go outside with their devices and find different “letters in nature.” Show them this image for reference. This allows students to get creative finding different angles and make it into a poster they could potentially produce.*
- **Exercise**
 - *Alphabet scavenger hunt*
 - *Make sure all student stay on school grounds*
 - *Have a timer and make sure all students have a time-telling device*
 - *You can give students points for participation, photo quality, amount of photos, etc.*



- **Summary**

- *Bring students back together for discussion*
 - *Explain that this activity could potentially be done every day, and you would never, ever get the same picture twice. The importance of persistence, patience, weather, and nature to cooperate are all factors in being a good photographer. You can now understand the time and effort that needs to go into capturing a good photo, AND understand that taking pictures alone doesn't pay the bills. You need to find a happy-medium of picture taking and growing your business.*

Appendix:

- Making it video
 - <https://makingit.wdse.org/watch/heidis-view-nature>
- Deca website
 - <https://www.deca.org/>
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