

Date: August 17, 2012

Lesson Length: 1 hour

Topics: Marketing as a corporation vs. marketing as a student team

Overview / Annotation: Our robotics team has, in the past designed its marketing presentation around what we have done as a team rather than as a corporation marketing a product. After spending a week at ACYT, Alabama Cullman Yutaka Technologies, I have a much greater appreciation for the engineering design process and the importance of effectively marketing a product. In the past, discussion has focused on how the robot, display, notebook, and t-shirt designs were developed and how the team raised money. In the future, the team will develop the marketing presentation as a corporation would, presenting a product to potential customers.

Background/Preparation:

Review marketing ideas from Yutaka and how they present their product to Honda Corporation of Alabama. Review key points of discussions with buyers for Yutaka on what they look for when vendors are making presentations. Choose appropriate examples from past presentations to illustrate what the robotics presentation team had been doing incorrectly. Develop and finalize slides for presentation to entire robotics team with additional information provided specifically to the marketing presentation team.

Primary Learning Objectives:

All team members will view themselves as employees of a corporation rather than students on an academic team and use language and behavior appropriate to positively market our robot. All team members will be familiar with the various iterations of the engineering design process for the robot and be able to discuss the process knowledgeably.

Essential Questions:

How does a corporation effectively market a product to potential customers? How do we develop our marketing presentation to best reflect the product we have designed?

Materials, Equipment and Technology Resources:

Handouts for students, Powerpoint presentation, computer, projector, and screen

Content Standards & Tasks:

Process Standard #2 - All students will be able to convey oral and/or written information verbally as well as visually through models, tables, charts, and graphs.

Procedures, Activities, and Learning Experiences:

Powerpoint presentation, class discussion, visuals, group work (group brainstorming) and initiation of marketing presentation project

Assessment Strategies:

Teacher observation,

Lesson Instruction Includes:

Presentation, work ethics, integrated academics

Teamwork Activities:

Group brainstorming, team assignments

CAWS/Robotics
Lesson Plan

Program: Holly Pond High School Robotics
Course Title: Robotics/Marketing Presentation

Provisions for Individual Differences:

Students will identify their first, second, and third areas of interest and their areas of strength.

Available Student Industry Credentials:

None

Course/Program Culminating Project:

Marketing presentation at BEST robotics competition