



**International Center  
for Leadership  
in Education**



**Gold Seal:**

Copernicus Education Gateway

<b>Author(s):</b> <i>Lydia D'Amato</i>			<b>Lesson Title:</b> <i>Snack Attack</i>			
<b>Grade Span</b>			<b>ICLE Application Model</b>			
<i>K-4</i>	<i>5-8</i>	<i>9-12</i> <i>XX</i>	<i>A</i>	<i>B</i>	<i>C</i> <i>XX</i>	<i>D</i>

**Instructional Focus:**

**Writing**

Students write for a variety of purposes and audiences with sophistication and complexity appropriate to the grade level.

**Performance Task**

Students are to compare and contrast two types of similar food, preferably made by the same company (i.e. a children's cereal vs. a cereal aimed at adults) for how they are marketed using the four Ps of marketing (Product, Price, Place, and Promotion). Have students fold a sheet of paper in half vertically where one column will contain the information for one product and the other column will hold the comparable information for the second product. Place the two products at the front of the class. Explain that these are essentially the same product made by the same company but are targeted at two totally different groups of people. Encourage the students to get up and take a close look at the features of the product throughout the assignment and of course let them taste the examples!

Have the students compare and contrast the products based on the four P's using as many detailed, descriptive words as possible based on such questions as:

**Product**-What is the name of the product?, Describe the actual product. (taste, shape, color, ingredients, etc), Describe the packaging. (writing, colors, pictures, container, etc) What needs/wants are met by the product?, What is the target market of the product? (age, income, lifestyle, etc. of the buyer)

**Price**-Are the two products priced the same or differently? Why? (value, image, cost of production, etc)

**Place**-Where can you buy the product?

**Promotion**-Where would the product be promoted TV? (time, shows, etc) In what type of magazine would a print advertisement be found?

**ICLE Essential Skills**

Gather information from a variety of sources, including electronic sources, and summarize, analyze, and evaluate its use for a report. (ela 3)

Make observations using senses and instruments. Inferences and interpretations are arrived at based on observations. Classify observable properties and organize observations in a meaningful and logical way. (s 5)

**Scoring Guide:**

Score each of the following characteristics on a scale of 4 to 0, where:

**4** = Surpasses expectations (There are *many* descriptive words that are used to cover *all* aspects of the characteristics and *all* descriptions are highly detailed and specific to each individual product)

**3** = High quality performance (There are *many* descriptive words that are used to cover *most* aspects of the characteristics and/or *most* descriptions are detailed but there are *some* more general descriptions used)

**2** = Satisfactory quality performance (There are *some* descriptive words that are used to cover *some* aspects of the characteristics and/or *some* descriptions are detailed but *mostly* general descriptions used)

**1** = Minimum quality performance (There are *few* descriptive words that are used to cover *some* aspects of the characteristics and/or *few* descriptions are detailed but *mostly* general descriptions used)

**0** = does not meet expectations (There are *few* descriptive words that are used to cover *some* aspects of the characteristics and *few* descriptions are detailed but *mostly* general descriptions used).

CHARACTERISTIC	CRITERIA	SCORE
<ul style="list-style-type: none"> <li>Product</li> </ul>	<ul style="list-style-type: none"> <li>What is the name of the product?</li> <li>Describe the actual product. (taste, shape, color, ingredients, etc)</li> <li>Describe the packaging. (writing, colors, pictures, container, etc)</li> <li>What needs/wants are met by the product?</li> <li>What is the target market of the product? (age, income, lifestyle, etc. of the buyer)</li> </ul>	_____ _____ _____ _____ _____
<ul style="list-style-type: none"> <li>Price</li> </ul>	<ul style="list-style-type: none"> <li>Are the two products priced the same or differently?</li> <li>Why? (value, image, cost of production, etc)</li> </ul>	_____ _____
<ul style="list-style-type: none"> <li>Place</li> </ul>	<ul style="list-style-type: none"> <li>Where can you buy the product?</li> </ul>	_____
<ul style="list-style-type: none"> <li>Promotion</li> </ul>	<ul style="list-style-type: none"> <li>Where would the product be promoted TV? (time, shows, etc)</li> <li>In what type of magazine would a print advertisement be found?</li> </ul>	_____ _____

**Keywords**

English Language Arts	Science
Writing: Compare/Contrast	
Communications	Chemistry Observations / Analysis
Other	Other: Business, Marketing