



WEDNESDAY

Lesson	Title	Aim of the session	Link	Task	Task Type
One	Meet the Team: Marketing	Gain an understanding of the roles and responsibilities of a Marketing Department. Identify a Marketing Mix [product, place, price, promotion] for a sports/product or service.	https://classroom.thenational.academy/lessons/meet-the-team-marketing-y10	Watch the video and complete the tasks they describe on the sheet at the end of the pack	
Two	Innovation and Creative Thinking	Explore the process of innovative thinking, define the term innovation and understand the concept of continuous improvement.	https://classroom.thenational.academy/lessons/innovation-and-creative-thinking-y10	Watch the video and complete the tasks they describe on the sheet at the end of the pack Email your thoughts to us and if it's the best we see, when they are presented in the autumn term you'll get a prize! <i>If you don't have much computer access see if you can come up an idea to "Innovate the Pizza" and how you would sell the idea to the boss of a pizza company</i>	
Three	Marketing Campaigns	Understand what goes into an effective marketing campaign and to create your own marketing campaign.	https://classroom.thenational.academy/lessons/marketing-campaigns-y10	Watch the video and complete the tasks they describe on the sheet at the end of the pack Email your campaign to us and be prepared to share in return a chance to work on a real life marketing project! <i>Lack of computer access? See if you can plan a Social Media campaign to promote the importance of social distancing to 12-16 year olds.</i>	
Four	You as a Brand	Understand the importance of our own personal brand and what it says about u and how we might market ourselves.	https://classroom.thenational.academy/lessons/you-as-a-brand-y10	Watch the video and complete the tasks they describe on the sheet at the end of the pack <i>Alternative—create an elevator pitch all about you.</i>	

Click for links of the Day

- [Simon Sinek Why start with why?](#)
- [Accenture Digital Skills Courses](#)
- [Ted Talk: 'Fake it till you make it'](#)
- [Design your own video game challenge](#)
- [Future Goal 'Pitch It' Leeds City Region Enterprise Partnership](#)
- [We need a bigger definition of creativity](#)
- [BBC Bitesize Creativity & Innovation](#)
- [Future Learn: Innovation free course](#)
- [Barclays LifeSkills—Enterprising Creativity](#)
- [The Science of Persuasion](#)
- [The power of advertising \[Taglines\]](#)
- [FutureLearn: Creating a Social Media Marketing Campaign](#)



Wednesday: Session One

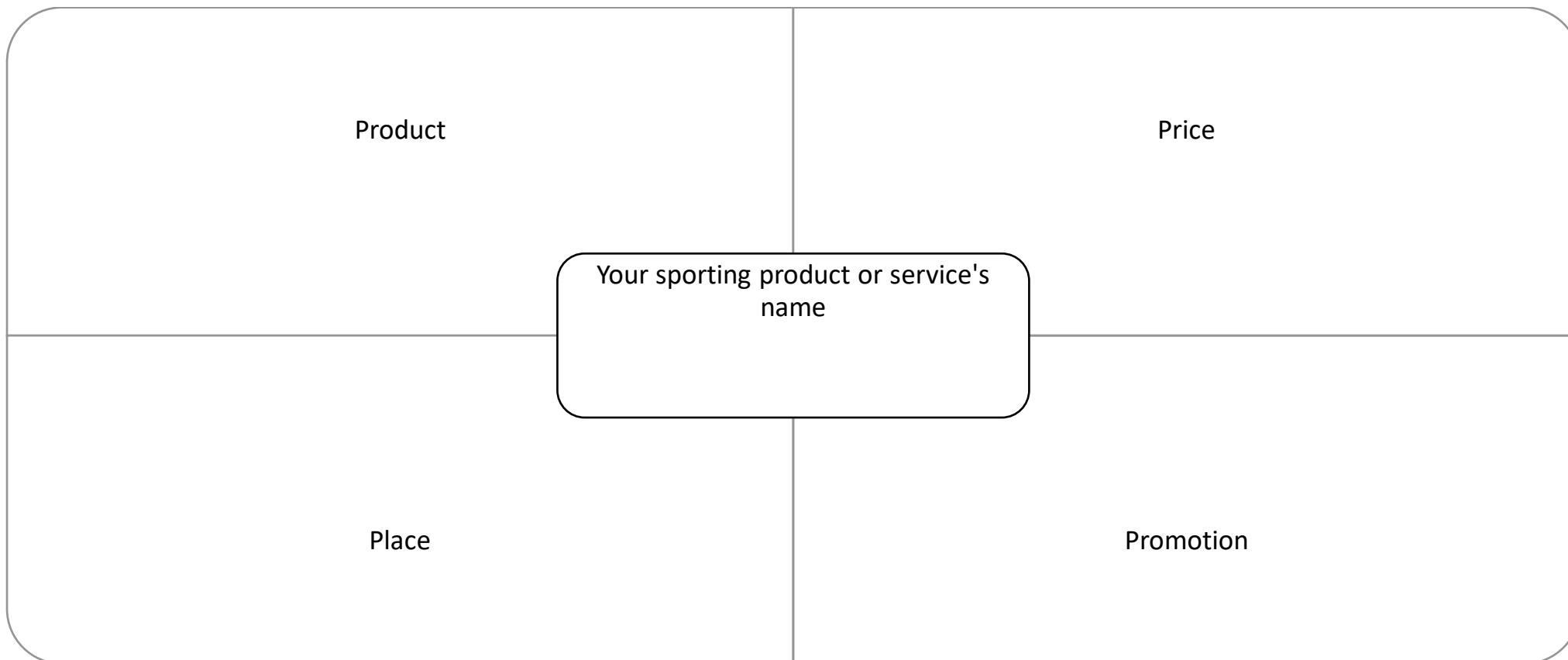
Make notes about your own thoughts and what the presenters have to say on this page





Marketing mix

What was the last product or service you bought or accessed? [Remember things like Netflix are a service]	
How much did it cost?	
How did you know that it existed?	
Where did you buy it	





Roles within marketing

Job Title	Average Salary	Typical Hours	Day By Day Tasks	3 Key Skills Required
Marketing Director				
Marketing Manager				
Digital Marketer				
Market Researcher				



Wednesday: Session Two

Include you notes on bicycle innovation below:





DSHS Week Of Work

Year 10 Work Experience - 13th-17th July 2020



Mind map your ideas for the pizza innovation task
Circle your top three innovations



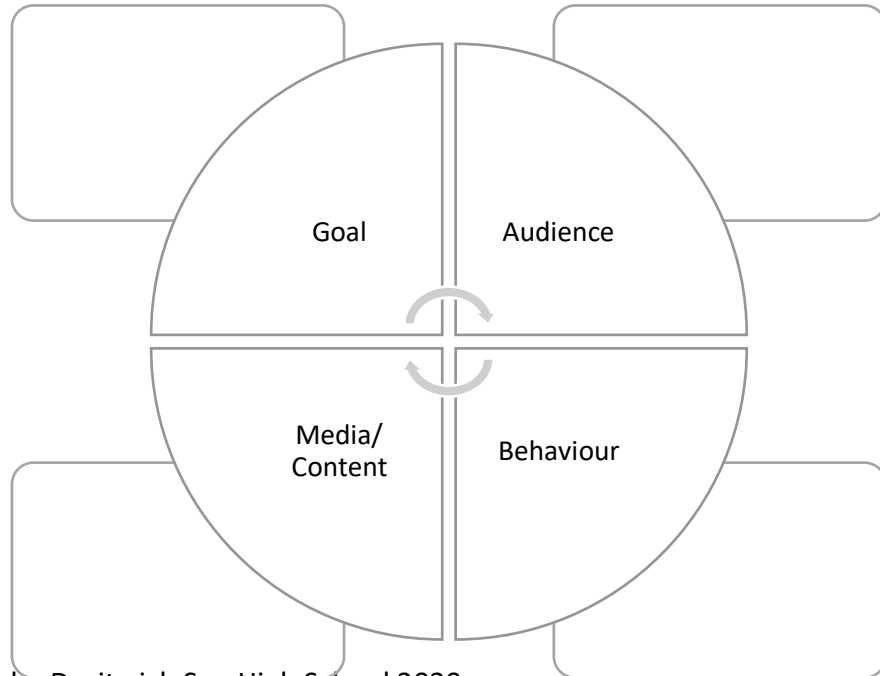
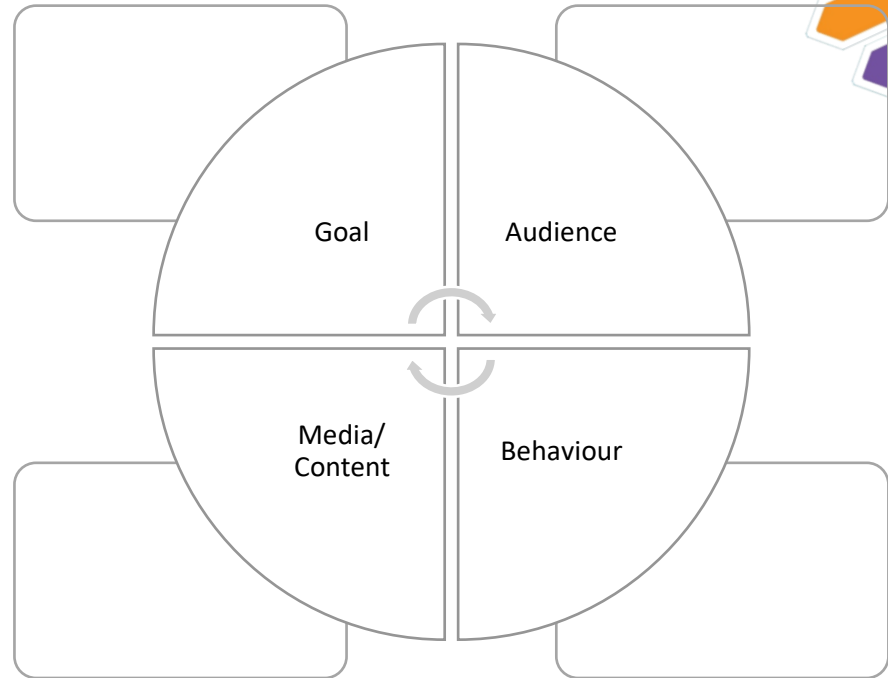
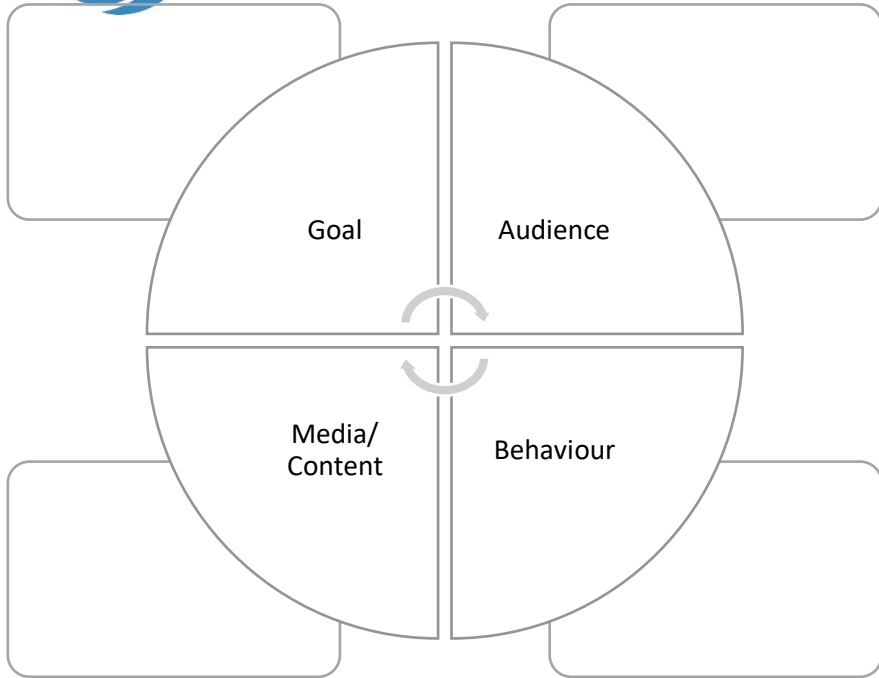


Wednesday: Session Three

Notes from Darren	Notes from Simon
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Identify three [or more] marketing campaigns that you can remember









DSHS Week Of Work

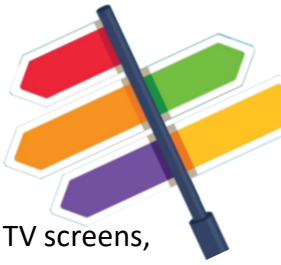
Idea generation for slogans for your sporting product

Year 10 Work Experience - 13th-17th July 2020



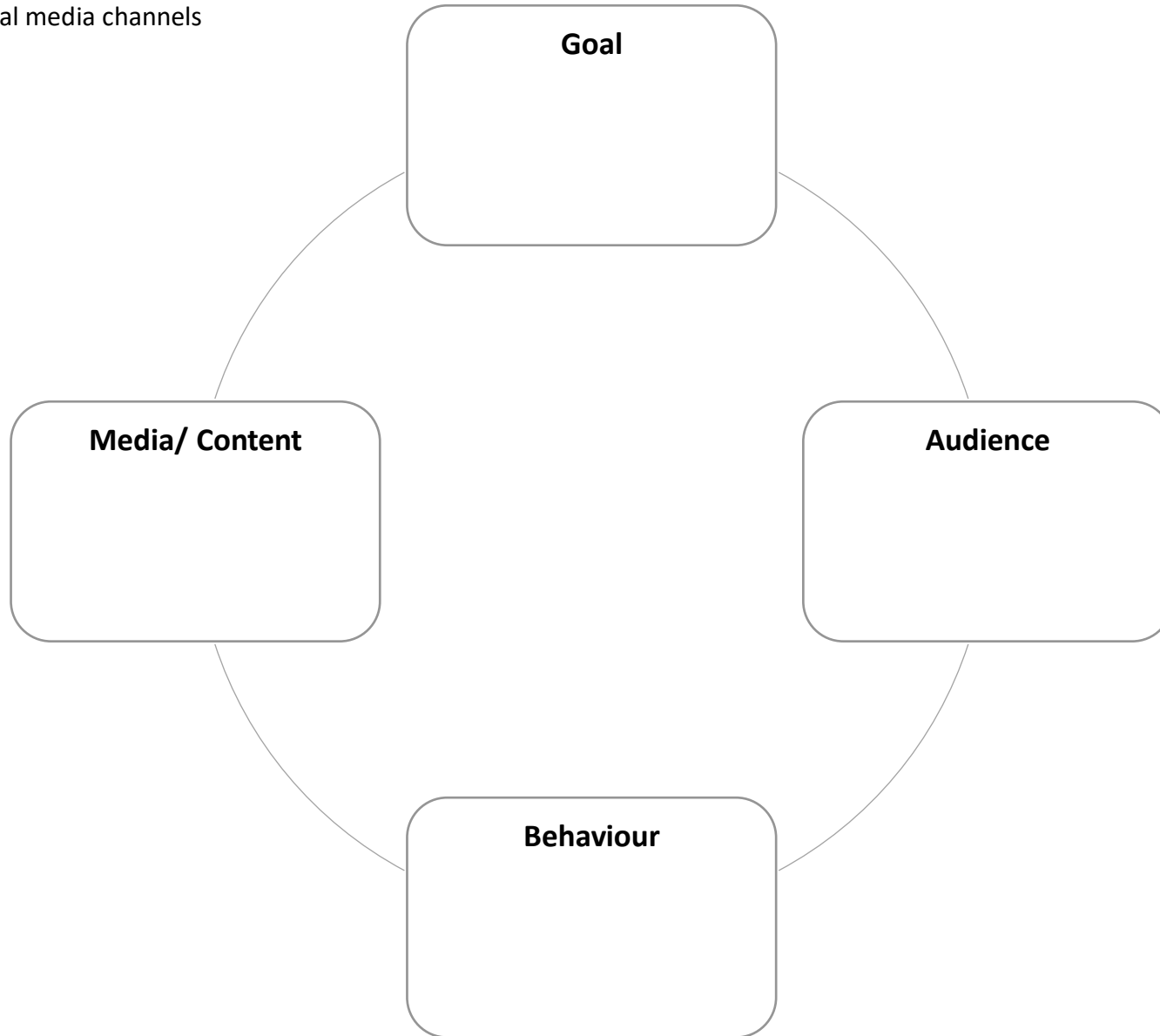
Your notes from Sofia and Julie

Sofia	Julie
	



Social Distancing Campaign Task

If you would like to adapt it slightly, you could consider a Worcestershire specific campaign or even a campaign for our school incorporating the TV screens, as well as the school's social media channels





Wednesday: Session Four

What skills do I have?

What am I good at?

What are my interests outside of school?



Your elevator pitch

About you



What do I do?



What do I want to do?



What achievement am I most proud of?



Conclusion



Fake It Till You Make It notes -

<https://www.youtube.com/watch?v=RVmMeMcGc0Y>

Is your social media profile employment ready?

Add your notes here

Digital Audit

Add your notes here