

The Rise of Hot Products

Marketing



Overview

This lesson will challenge students to examine the concepts of supply and demand and work to create another viable option in case of shortages.

Time Needed

- 3 class periods

Standards

MKT-MP-7. Acquire foundational knowledge of marketing information and research to understand the scope of business and marketing decisions.

- 7.1 Describe the need for marketing information.
- 7.2 Explain the nature and scope of the marketing information management function.
- 7.3 Describe the types of marketing research (advertising, product, market, and sales) and the differences between quantitative and qualitative data.
- 7.4 Explain the nature of marketing research.
- 7.5 Contrast the differences in primary and secondary data.
- 7.6 Describe data-collection methods (e.g., observations, mail, telephone, Internet, discussion/focus groups, interviews, scanners, and social media).
- 7.7 Identify data monitored for marketing decision making.
- 7.8 Demonstrate knowledge of the terms population, sample, bias, error, validity and reliability.
- 7.9 Relate trends and limitations in marketing research including the impact of social media.

Objectives

- Students will understand the influence of marketing on the increases popularity of hot food products.
- Students will evaluate different items and how they market their hot products to specific individuals.
- Students will use trends to predict the next big trend in hot food items.
- Students will create a marketing campaign to sell this next trend to consumers.

Materials

- Articles:
 - [Spicy Snack Remains Popular](#)
 - [Flamin' Hot](#)
 - [American Snack Culture](#)
 - [2023 Flavor Trends for Food and Beverage](#)
 - [Flavors to Watch in 2023](#)
 - [Experts Top 3 Flavor Trends](#)
- [List of New Pepper Varieties](#)
- Variety of spicy products: Sweet Chili Doritos, Flaming Hot Cheetos, Takis (various flavors), Hot Fries, etc.
- Computers, canva.com, social media templates, other multimedia for marketing



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Outline

- Engage: Students will try spicy products and make notes about packaging and branding.
- Explore: Students will explore the recent rise in spicy snack items using articles.
- Explain: Students will learn from the teacher marketing principles and techniques.
- Extend: Students will create an ad campaign for one of the new pepper varieties. Students will present the campaign to the class.

Lesson Plan

- Engage: Students will be given a variety of spicy products currently available on the market. They will taste test them and discuss the appeal to the teen demographic.
- Explore: Let the students explore the articles on spicy food trends in groups and come up with highlights from each article to share with the class.
- Explain: Teacher will explain how marketing plays a huge role in what people buy and the main principles of marketing. The students will then be informed that they have been hired to make the newest hybrid peppers marketing campaign.
- Extend: Students will use their knowledge of peppers and research other strategies to create a marketing campaign for one of the new varieties.
- Evaluate: Students will evaluate the success of their campaign after pitching their campaign to the teacher and fellow classmates. Students will then create awards for each campaign, for example most colorful marketing, best suited for teens campaign, best slogan, etc.



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