

Courses: *Marketing, Management, & Entrepreneurship and Environmental Science*

Unit Name: *Product Decisions - Packaging and Waste Management*

Lesson Name: *Pack It Green!*

Time Frame:

Marketing, Management, & Entrepreneurship: One Week

Environmental Science: Fall Semester

Grade Level: 9-12th Grade

Standards:

Marketing, Management, & Entrepreneurship:

Explain the Management of a Product/Service Mix in Response to Market Trends & Opportunities (30)

- *Explore the nature and scope of product/service management (30.1)*
- *Describe factors related to positioning and branding (30.6)*
- *Explore retail product considerations (30.7)*

Create Digital Media Products Required in a Marketing Workplace (12)

- *Select and communicate information in an appropriate digital format (12.1)*
- *Produce a multi-page product for print and/or digital distribution (12.3)*

Demonstrate Oral Communications Skills for the Marketing Field (16)

- *Conduct formal/informal research to collect appropriate topical information (16.1)*
- *Apply active listening skills (16.4)*
- *Demonstrate appropriate technologies for a formal presentation in marketing (16.5)*
- *Prepare and deliver presentations (16.6)*

Demonstrate Written Communications Skills for the Marketing Field (17)

- *Conduct formal/informal research to collect appropriate topical information (17.1)*
- *Organize information and develop an outline (17.2)*
- *Write business communication using appropriate format for the situation (17.3)*
- *Using appropriate technology, prepare a draft document using established rules for grammar, spelling and sentence construction (17.4)*

Cultivate Concepts and Strategies Needed to Interact Effectively with Others (23)

- *Practice the fundamentals of communication (23.1)*
- *Determine strategies related to customer relations (23.5)*

Environmental Science:

A4. Solid Waste

Types, disposal, reduction

- *PO1 Analyze advantages and disadvantages of the various methods of waste disposal.*
- *PO2 Identify the primary components necessary for waste decomposition.*
- *PO3 Identify methods of waste reduction.*

Resources & Materials:

Marketing, Management, & Entrepreneurship:

- Student computers with PowerPoint for development of student presentations
- LCD projector for student presentations
- Findings from the environmental science students' landfill and microbial lab activities
- Bell Work sheets for student use

- Farese, L., Kimbrell, G., & Woloszyk, C. (2002). *Marketing Essentials*, Ed. 3. New York: Glencoe McGraw-Hill. pp. 86-89, 577.

Environmental Science:

- Landfill formation model
- Microbial lab activity
- Lab notebooks for student use
- Environmental Science text
- Sample packaging materials for waste

Objectives	Check for Understanding	Unit Assessment
<p>Marketing: Address the contemporary issue of environmental/ "green" packaging by utilizing results of the decomposition lab to make product packaging decisions</p> <p>Environmental Science: Analyze decomposition rates of different types of consumer packaging</p>	<p>Marketing: Students will develop a PowerPoint presentation that addresses how their product packaging decisions respond to the contemporary issue of environmental/ "green" packaging. Class discussions, questioning, and monitoring independent work will be utilized to check for understanding.</p> <p>Environmental Science: Students will set up and complete laboratory activities. Questions and class discussions will be utilized to check for understanding during the course of the unit.</p>	<p>Marketing: PowerPoint presentations on the students' product decisions including the incorporation of environmental/ "green" packaging</p> <p>Environmental Science: Laboratory reports for the microbial activity lab and landfill formation lab</p>

Personalized Learning		
Interest	Learning Styles	Readiness
<p>Marketing: Students will apply their learning to the product that they have selected based on its relation to their desired personal career pursuits.</p> <p>Environmental Science: How the products that purchase affect the state of our landfills. Green living has become a "fashionable" topic; this is a way to show students how they can make an impact in environmental issues.</p>	<p>Marketing: Visual, Auditory, Kinesthetic</p> <p>Environmental Science: Visual, Auditory, Whole group learning, Individual, Kinesthetic</p>	<p>Marketing: Students have selected a product, conducted a feature/benefit analysis, reviewed factors involved in product planning, developed a brand for their product, and learned concepts related to product positioning and the functions served by packaging</p> <p>Environmental Science: Students have reviewed the basics of experimental design. Students will receive basic instruction in terminology related to waste management.</p>

Learning Structures/Strategies

MARKETING, MANAGEMENT, & ENTREPRENEURSHIP:

Set for Interest

Bell Work: Consider how an existing company packages a product that is similar to yours.

- What materials are used?
- What other materials could you imagine being used to package the product?
- Why would certain materials be used versus others for product packages?

Teaching the Objective

Discuss student responses to bell work.

Discuss the contemporary issue of environmental/"green" packaging.

Examine the findings of the environmental science students' landfill and microbial lab activities.

Discuss the burden of social responsibility placed on companies to care for the environment.

Select packaging materials for products.

Develop PowerPoint presentation containing selection of packaging materials and justification.

Acquiring New Knowledge

Impact of product packaging on the environment

Societal perspectives on the environment

Waste disposal, decomposition, & reduction

Check for Understanding

Questions and class discussion

Monitoring of independent work

Presentation of student PowerPoint presentations

Closure

Discuss student responses to the contemporary issue of environmental/"green" packaging.

Discuss the influence of customer perception on the packaging decisions made by companies.

ENVIRONMENTAL SCIENCE:

Set for Interest

Bell work: Formulate two hypotheses:

1. Which type of consumer packaging do you think will decompose the most over a three month period?
2. Which soil type do you think would be most conducive to microbial activity: the soil from the wash, from the plateau or the potting soil.

Teaching the Objective

Discussion of bell work question.

Discuss the importance of microbial activity to the decomposition of trash.

Discuss the method of landfill formation.

Set up the landfill formation model.

Set up the microbial lab activity.

Analyze the results of the two lab activities.

Acquiring New Knowledge

How landfills are created.

How microbial activities is a requirement for trash decomposition.

Check for Understanding

Questions and class discussion during unit.

Closure

Discuss application of theoretical knowledge in the real world.
Discuss how consumer choice of packaging can help drive industry choices.
Discuss the importance of recycling in removing consumer waste from the landfill.