

Sell Your Product! - FAQs

1. How should I introduce the assignment?

The assignment should be introduced in class with some discussion time allowed. It is best to show examples of successful PowerPoint presentations and videos. This will provide the student teams with an idea of expectation and can set the bar for performance. You should introduce the project as early in the semester/quarter as possible so students can use the full length of the semester to work on their product.

2. This assignments includes a section on marketing. Student team should discuss demographics, psychographics, etc. Most of my students are lower division and have not had marketing. How can they successfully complete this part of the project?

Students today have much more knowledge of marketing because of extensive exposure to marketing/advertising. It is best to schedule some class time to review demographics and psychographics. Helpful sites to review for their research and data collection are the US Census Bureau <http://www.census.gov/> and for additional demographics and psychographics <http://www.melissadata.com/Lookups/index.htm>

3. There is a video required, will my students know how to film and edit a video?

Most students have smart phones, if not GoPro or similar video cameras. Instructors can make allowances for students who do not or can team them with those who do. Most students will tap into their network of friends and find they can easily self-teach the basic skills needed to create a 2-3 minute video.

4. This project appears to take quite a bit of time to complete, Can students manage this with their work load?

The assignment is worth approximately 20% of the student's grade. As meeting time for groups can always be an issue, it is good to provide some in class meeting time throughout the semester. This also allows the instructor to gauge the progress of each team as the semester/quarter progresses.