



## Green Marketing Lesson Plan

**Objective:** Students learn basic marketing concepts and use professional marketing techniques to compose an advertisement for an electric vehicle. Use comparative analysis to understand the benefits of electric vehicles.

**Time:** 50 minutes

**Materials:** Marketing worksheet, marketing rubric (optional), paper and pencils, Chevrolet Bolt advertisement.

**Background:** Marketing is a form of communication. Without marketing, consumers would not be aware of innovative products that can benefit their lives. Marketing is also a powerful force that influences the choices we make. In this activity, students are introduced to basic marketing concepts and learn to use professional marketing techniques to inform consumers about the benefits of an innovative technology, the electric vehicle. In the process, students become more sophisticated about the techniques marketers use and better able to evaluate marketing claims.

### **Procedure:**

1. Warm-up – Take a look at this newspaper ad for the Chevrolet Bolt EV and notice how it uses features and benefits to get its message across. Analyze the ad by answering the following questions together or on the Features and Benefits Marketing Worksheet:
  - What is the **concept** for the advertisement? (Answer: It focuses on the long range of the Chevy Bolt.)
  - What is the **tag line**? (Answer: Begin a Long-Distance Relationship, Now.)
  - List three **features** of the Chevy Bolt and the implied **benefits**: (Possible answers: It has a range of 238 miles per charge, you don't need to use gasoline to drive far, roomy interior, One Pedal Driving, it's an all-electric vehicle, Motor Trend Car of the Year, environmental benefits of a zero emission car)
  - What are ways the ad makes an appeal to a prospective buyer? (Answer: It makes an **emotional appeal** and a **rational appeal**. The emotional appeal is to the consumer's environmental conscience by buying a zero emission car; the rational appeal is the latest technology.)
2. Students will work individually, with partners, or in a small group and use the second table to find the features and benefits of a second electric vehicle.
3. Students will use paper and pencil to make a magazine advertisement for that vehicle with a concept, tag phrase, and selling points in their advertisement showing why someone should choose that electric vehicle.
4. Students will share the advertisement with the class. Teachers may use the optional marketing rubric.