Sydney Murphy

02/24/2021

<div align="center">**Designing of Business Layout**</div>

Subject: Marketing I

18.4.5 | Describe factors used by marketers to position products/services. (PM:042) (SP)

Objectives:

- Students will research and design effective layouts for a business of their choice.

Procedure:

- Students individually generate ideas of business options for design
    - Students turn-and-talk about ideas
- Students sign-up on board for type of business to determine groupings (restaurant, retail, auto-repair, bookstore, gym, boutique, gas station, grocery store, etc.)
- Students first create floor plan for business with strictly group collaboration/ideas
- Students then have access to research effective placement for products/services of other competing successful retailers
    - Update their floor plan - Research "need to knows"
- Students provide costs of layout, upkeep, and potential opportunity for placement in Bismarck
- Students present and take classmates through their 3-D design of their business and explain decisions throughout

Technology Present:

- Computers with internet access
- Free one-week trial with SmartDraw
    - Link: https://cloud.smartdraw.com (Store & Retail Layout Section)
- Projector for presentation of business layout

Rubric Breakdown:

<u>Active</u>: *Transformation Level* – Teacher fosters creative individual and physical formation of a digital 3-D layout for students' businesses within the SmartDraw site.

<u>Collaborative</u>: *Adaptation/Infusion Levels* – Teacher selects tools for students to use collaboratively, but also encourages this collaboration and group discovery.

<u>Constructive</u>: *Infusion Level* – Students discover research possibilities while evaluating other real-life company's positioning strategies as well as decisions in the construction of a digital 3-D layout design of their business.

<u>Authentic</u>: *Adaptation Level* – Teacher directs students toward main technology tool, SmartDraw, but students can explore all possibilities to create their individual layout within the site.

<u>Goal-Directed</u>: *Adaptation/Infusion/Transformation Levels* – Students use technology/research to plan, evaluate, and defend their positioning strategies within their digital 3-D layout. Potentially, as student's content knowledge grows, this technology could be used to for students to self-reflect and take responsibility for their learning.