



The **ECONOMICS / BUSINESS** lesson plan provides teachers and students with the opportunity to investigate the impact climate change is having on the environment through classroom activities.

SUBJECT MATTER (SCHOOL DISCIPLINE / LEARNING AREA)–The ECONOMICS / BUSINESS

LESSON- Product and Brand Management

OBJECTIVE - Integrating environment and climate change subconsciously to the learning outcome *Product and Brand Management* using digital games' web 2.0 tools. Thus, the students will be able to learn about *Product and Brand Management* consciously while they are raising awareness on the environment and climate change subconsciously using digital games. These games can be applied to indoor and outdoor learning environments, distance and traditional (face-to-face) classrooms.

Learning Objectives of the lesson:

Upon completion of this lesson, students will be able to:

- **understand the decisions made by economic agents and their interaction in the markets**
- **confront and understand the business culture and environment**
- **propose real solutions to specific problems in a company**
- **understand brand ethics and social responsibility**
- **understand product management and sustainability**

Learning outcomes and environmental awareness and climate change implications - The environmental issues suggested by the game are represented by the how brands are viewed, built, managed, and measured to ensure firms' superiority and sustainability in profits, the sustainability that is important to the environment, and also their effect upon climate change and environment.



Description of the game and activities and technical specs: The digital game will allow students to match the words or brand management expressions with their definitions; the matching game is designed to challenge students to correctly identify and main tasks in product and brand management.

Key points for the teacher to underline: develop students' understanding of managing brands from conception and introduction of new brands to managing them throughout their life cycles; Examine brand concepts in real-life setting; Describe the process and methods of brand management, including how to establish brand identity and build brand equity; teach students how to identify brand meaning and to measure brand strength for any particular market offering. understand sustainable development as making and distributing products in a more efficient way, caring about products' lifelong environmental impact, planning for products' recycling and getting suppliers to follow these guidelines.

INSTRUCTIONS/ PROCEDURES

Teacher- Question 1 - What are brand products?

Teacher will introduce students to the terms "product", "brand", „marketing" and "management",. Understanding what a brand and branding mean to the marketer and consumer; Formulate strategies to effectively manage a brand; Identifying and establishing brand positioning and values;

Activity 1

In the digital game, the students will be matching tasks and steps for products and the essential stages of brand management. Students will thus have the possibility to Reflect on the main concepts and the purpose of branding.

Web 2.0 tool digital game model: memory game: https://www.educaplay.com/learning-resources/6504121-brand_partnership.html



Teacher – Question 2 – How can we market a brand product?

The teacher will explain students how a favorable brand and memorable brand experiences can influence a firm's ability to withstand competitive pressures and thrive in dynamic market conditions; students will consider the role of marketing communication vehicles and platforms in effective brand management; show how to apply branding principles and marketing communication concepts and frameworks to achieve brand management goals and improve marketing performance (e.g. the goal of competitive strategy for a brand is to find a position in the industry where the brand can: 1) articulate a compelling value proposition, 2) defend itself against competitive forces and influence them in its favor and 3) leverage communication resources to sell the brand message and build brand equity); the teacher will show students how to identify important issues related to planning and implementing brand strategies for a diverse group of marketing offerings (e.g., products, services, industrial goods, non-profits, etc.).

Activity 2

The teacher will describe the following digital game – students are supposed to play a group puzzle digital game, that will help them consolidate marketing terminology. By identifying the brand elements and brand associations, students are expected to recognize the importance of branding for a successful marketing plan, and also acknowledge the vital role marketing plays in building brands.

Web 2.0 tool digital game model: group puzzle:

<https://learningapps.org/display?v=p4ivetujj20>

Teacher - Question 3 – What is Sustainable Marketing?

Students will explore what it means for a company to have a responsible, sustainable business mission. They will learn about „ Triple Bottom line’ - referring to a company's economic, social, and environmental impacts; measures a business' commitment to profits (economic



impact and value of a company; corporate profit and losses; expenditures and revenue), people (social responsibility to its people and the community/customers it serves; fair and favorable practices, usually in reference to labor and the community in which it does business), and planet (environmental impact and responsibility; use of sustainable practices; resource conservation and environmental impact). Also understand the difference between green marketing and sustainable marketing.

Activity 3

The teacher will describe the following digital game – the students will create a virtual concept that represents the key principles of sustainable marketing; thus, students will become aware of the fact that sustainable marketing is the promotion of socially responsible products, services, and practices.

Web 2.0 tool digital game model: matching game

https://www.educaplay.com/learning-resources/9645020-public_relations.html

Follow –up discussion

Consolidate key points with students and those game results that were not done correctly.

Assessment/ Evaluation

Upon completion of the three activities, ask students to write a project about how to develop a successful brand marketing plan using digital and traditional tools, incorporating sustainability into marketing activities and strategies, in order to respond to opportunities and threats that arise from both social, economic and environmental change – such as climate change.