

# Marketing Boards

## BMX 3E

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**Description:** Students will research a provincial/national marketing board and present their findings to the class.

**Expectations: Catholic/Public:** explain the importance of marketing research, explain how the interaction of the forces of supply and demand affects marketing in the retail and service industries, identify regulations made at the three levels of government that affect retail and service businesses, relate increased globalization to changes in retail and service businesses in Canada, describe the variations in marketing techniques used to place products (e.g., consumer products, wholesale products) in different markets, explain how the interaction of the forces of supply and demand can affect product pricing in retail or service businesses.

**Resources:** Text – *The World of Marketing: A Canadian Perspective*  
Notman, David and Jack Wilson. *The World of Marketing: A Canadian Perspective*. Toronto: Thompson Nelson, 2003.

**Assessment:** Students will be assessed on a rubric.

### Lesson Steps:

- 1) Think/ Pair/ Share what a marketing board is and different agricultural products
- 2) Read about marketing boards and what they do
- 3) Hand out assignment sheet and review. Students will research a marketing board and present it to the class. They will choose a board they want to learn more about  
– info. about sector, what does board do, who do they represent, how do they help farmers, resources provided, etc...
- 4) Students will present info, to the class in any format they choose. Students must be able to take notes, or have them provided to them.