**Project 7 :: Tick Tock Tech Talk**



Principles of Marketing

**Project description:**

In *Tick Tock, Tech Talk*, you will become acquainted with forms of technology used by marketing personnel at different local businesses. Each team pulls a slip of paper from a “hat.” That slip of paper will contain the name and/or type of business that the team needs to research and visit. Each team should have a different business to research and visit. Team members conduct secondary research to become acquainted with their assigned business and marketing technology, and after completing its research, each team visits its business and interviews marketing personnel there. The team should inquire about the use of technology in each of the marketing functions at its business. If possible, team members should use their cell phones to take photos of the technology in action. After visiting a business, each team creates an informal PowerPoint presentation containing their photos and shares its presentation with the class. The class should compare technology across the marketing functions and businesses and discuss possible reasons for similarities and differences.

**Timeframe:** 1 ½ weeks

**Driving question:** How do local marketers use technology?

**Individual Summary of Local Business and Marketing Technology:**

Each student conducts secondary research to gather information about his/her team’s local business, as well as general use of technology in marketing functions. After conducting research, each student writes a one-page report containing two sections. Section 1 contains information about the local business. Section 2 describes how technology is used in marketing functions, based on secondary research.

**Business visit:**

TBD

**Team Technology Presentation:**

Team develops an informal PowerPoint presentation showcasing forms of technology used in the marketing functions at a local business. Team members discuss the business and technology informally with the class.

*There are no assessments during this project.*