

Get Started

How to Use honeycutt.biz

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Overview: We will examine a high-level look at the business and marketing curriculum available through the web site www.honeycutt.biz.

Objectives:

- Recognize the variety of ways honeycutt.biz can be used
- Describe the learning tools associated with each topic
- List 3 main tools (presentation, videos, student material)
- Show-off your Smarts! Share your opinion ...

Outline:

- Take notes on three short videos and discuss as a class
- Summarize/rephrase four paragraphs and discuss as a class
- Complete a R.A.C.E. summary
- Draw a poster or diagram.

Why should a student be concerned about their education in business and marketing subject areas?

Thought Starter

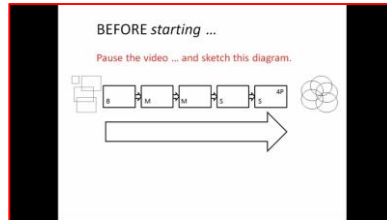
Assume you are responsible for choosing a curriculum for a group of high school students interested in business and marketing. Some of the students prefer to use computer technology rather than pencil and paper. Other students prefer taking notes with a pen or pencil – and don't like being locked-into using computers all the time.

Would you choose (A) a computer-based training curriculum or (B) a text-book based training curriculum.

What is your opinion? (A) or (B)?

Get Started with honeycutt.biz

3:29



Business & Marketing Introduction

<https://youtu.be/c6scOYC1eYo>

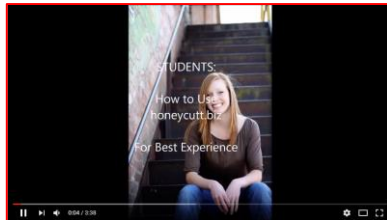
3:33



Teachers: How To Use Honeycutt.biz Material

<https://youtu.be/Uk26X7jAJ7c>

3:38



Use Honeycutt.biz Learning Material

<https://youtu.be/k40QkNM4fPo>



Related site:

<http://honeycutt.us/>

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Summarize each paragraph individually.

Discuss each summary as a class.

Summarize your understanding of each paragraph.

Price is one of the 5-P's in the marketing mix (Product, Price, Packaging, Place, and Promotion). Sometimes other "P's" are included in the list (People, Process, Physical Attributes).

Charging too much or too little for a product or service is usually bad for business. However, there may be times when either of these extremes is appropriate.

Loss leaders are products and services priced below the market price. These are intended to attract customers with the intention of customer purchases of other, higher priced products or services.

Premium pricing is used when a good or service is difficult to find, or otherwise in high demand. When customer demand exceeds available supply, premium pricing might be a good strategy.

Standard Identify pricing strategies to set prices for marketing. (MKCO.12.01)

R.A.C.E.

Assume you are responsible for teaching one or more topics from honeycutt.biz to a group of high-school students.

The students have never used the honeycutt.biz web site before. Part of what you will show them is how to navigate the site and make good use of the content.

Rephrase, Answer, Citation, Example.

Rephrase the instructor's question regarding the topic.

Answer the question above in three ways. Use your notes from the videos, the summarized paragraphs, or the discussion.

1

2

3

Cite the source (video/paragraph) you used in your answers.

1 Your source: 2 Your source: 3 Your source:

Example write an example situation related to the topic.

How would you respond to the situation?

Complete the R.A.C.E. page in your worksheets.