

# **BUSINESS LESSON: GRADE 9-12**

## **MARKETING A SOCIALLY RESPONSIBLE BUSINESS.**

How might a business raise its profile as a socially responsible organization that supports local initiatives and helps to build stronger communities?

*This lesson plan allows for the assessment of multiple skills, including research skills, critical thinking, problem-solving, communication, and collaboration. There is a focus on blended learning with both a document-based option, and opportunities for independent work, guided discussion, co-learning and collaborative tasks with the co-design workshop lesson.*

### **Learning Outcomes:**

**By the end of this activity, learners will:**

- Compare types of businesses.
- Demonstrate an understanding of ethics and social responsibility in business.
- Demonstrate an understanding of the importance and role of marketing and communications technology in business.
- Explore the impact of business on the local community.

### **Length of Activity/ Lesson Outline:**

**Option 1: Marketing a Socially Responsible Business Lesson:**

- 60 minutes
- Document based lesson
- Google App based.

**Option 2: Co-operative Co-design Workshop**

- Approximately three 60-70 minute blocks
- Focus on collaboration and group tasks with this interactive lesson. Students will co-create a marketing plan for a socially responsible business.
- Students will collaborate to create a digital slide deck/presentation for assessment.
- Option for group presentation for additional assessment.
- Google App based.

### **Materials List:**

**Marketing Lesson:**

- [Marketing a Socially Responsible Business Worksheet-Condensed](#)

**Co-operative Co-design Workshop (optional)**

- [Co-operative Co-design slide deck](#)
- Whiteboard/ Chromebooks/Paper
- Smartboard

### **Curriculum Connections:**

**Grade 9/10 Introduction to Business**

- Explain the role and the impact of marketing (e.g., for businesses, non-profit organizations, events);

**Grade 9/10 Information and Communication Technology in Business**

- Use the features of a web browser to facilitate electronic research;
- Use desktop publishing software to design and create a variety of publications (e.g., card, invitation, flyer, newsletter) for specific purposes and audiences.
- Collaborate with peers to develop and enhance business communications, and recognize how collaboration can improve productivity;

**Grade 11 Marketing: Goods, Services, Events**

- Summarize the factors that motivate a customer to purchase a product (e.g., discretionary income, peer pressure, social responsibility, evolving needs and wants);
- Explain the need for firms to demonstrate good corporate citizenship and organizational ethics in their day-to-day marketing practices
- Identify examples of businesses that include corporate social responsibility as a component of their marketing philosophy

### **Teacher support:**

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[Feedback Survey Link: Teacher Survey](#)