

Activity 1 (computer-based, reading comprehension): *What is a marketing plan?*

- Multimedia input:
 - PowerPoint Presentation
 - Videos:
 - #1: https://youtu.be/1r_MrzDfKrl
 - #2: <https://youtu.be/8NTxGBR6a0w> (in Spanish to assist understanding of content)
 - Web: <https://www.entrepreneur.com/article/43018>
- Text and graphics input.

Learning objective/s: Learners will be able to recognize the major components of a marketing plan and apply them to their own business.

Approximate time: 1h

Procedure/description: task-based activity of 3 separate tasks. Learners will be guided through input by a presentation, and videos.

Task 1: Foundations of Marketing (1) – PowerPoint Presentation & Video #1

- At the end of the activity learners will be able to define the 6 phases of a marketing plan: 1) Describe the situation, 2) analyze the situation, 3) Set the objectives, 4) Marketing Strategy, 5) Action plan, 6) Supervision.

Task 2: Foundations of Marketing (2)

Learners will be guided through input by watching video #2 and through output by answering simple questions in English.

Task 3: Learners will be guided by trainers to create a marketing plan of their own social business following a template.