



Professional Development

Bring Product Differentiation to Life with Creativity!



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About Me

Susanna McConnell

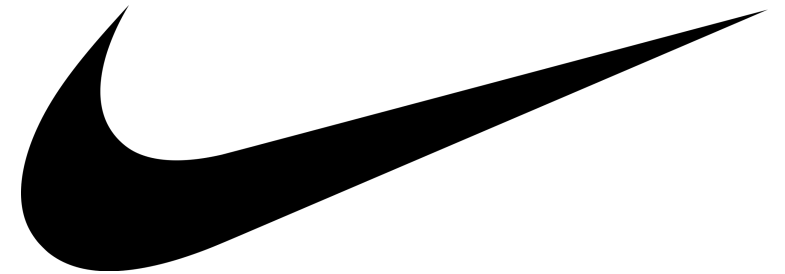


AP Microeconomics Teacher, Director of the Teacher Innovation Academy

Susanna Pierce McConnell is a curriculum consultant, Master teacher for the Council of Economics Education and the Foundation for Economic Education, and an AP Economics at Westlake High School. She strives to make teaching and learning meaningful for teachers and students. In her past 15 years in education, she has taught social studies in the US and abroad, participated in Harvard's Globalizing the Classroom Fellowship, and has traveled with US teachers to schools in Japan and South Africa on two remarkable Study Tours. Susanna founded the Teacher Innovation Academy on her high school campus where she has facilitated PD the past 5 years for 30 educators who strive to share best practices through innovation. She now serves as the Director of the Teacher Innovation Academy at Eanes ISD. Susanna earned degrees in Spanish and International Economics and her Master of Arts in Teaching from Trinity University in San Antonio. Her greatest joys are finding the many connections of economics to the real world, traveling, speaking Spanish, and spending time with her family.

Agenda

- Participant Insights
- Background: Product Differentiation
- Product Differentiation Media + Tasks
 - Shoes
 - Home
 - Restaurants
- Reflect
- Questions



Objectives

- Participants will:
 - discover digital media that can facilitate student learning about product differentiation
 - learn social emotional strategies to connect the content to students' lives
 - learn relevant tasks to use with tools in their classrooms.
 - reflect on the implementation into their own classroom.

National Standards

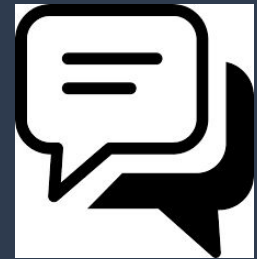
- **Standard 7:** A market exists when buyers and sellers interact. This interaction determines market prices and thereby allocates scarce goods and services.
- **Standard 9:** Competition among sellers usually lowers costs and prices, and encourages producers to produce what consumers are willing and able to buy. Competition among buyers increases prices and allocates goods and services to those people who are willing and able to pay the most for them.



If you could only take 1 pair of shoes on your next vacation, which would you take and why?

Let's Connect:
SEL

Add your
response in the
Chat box!



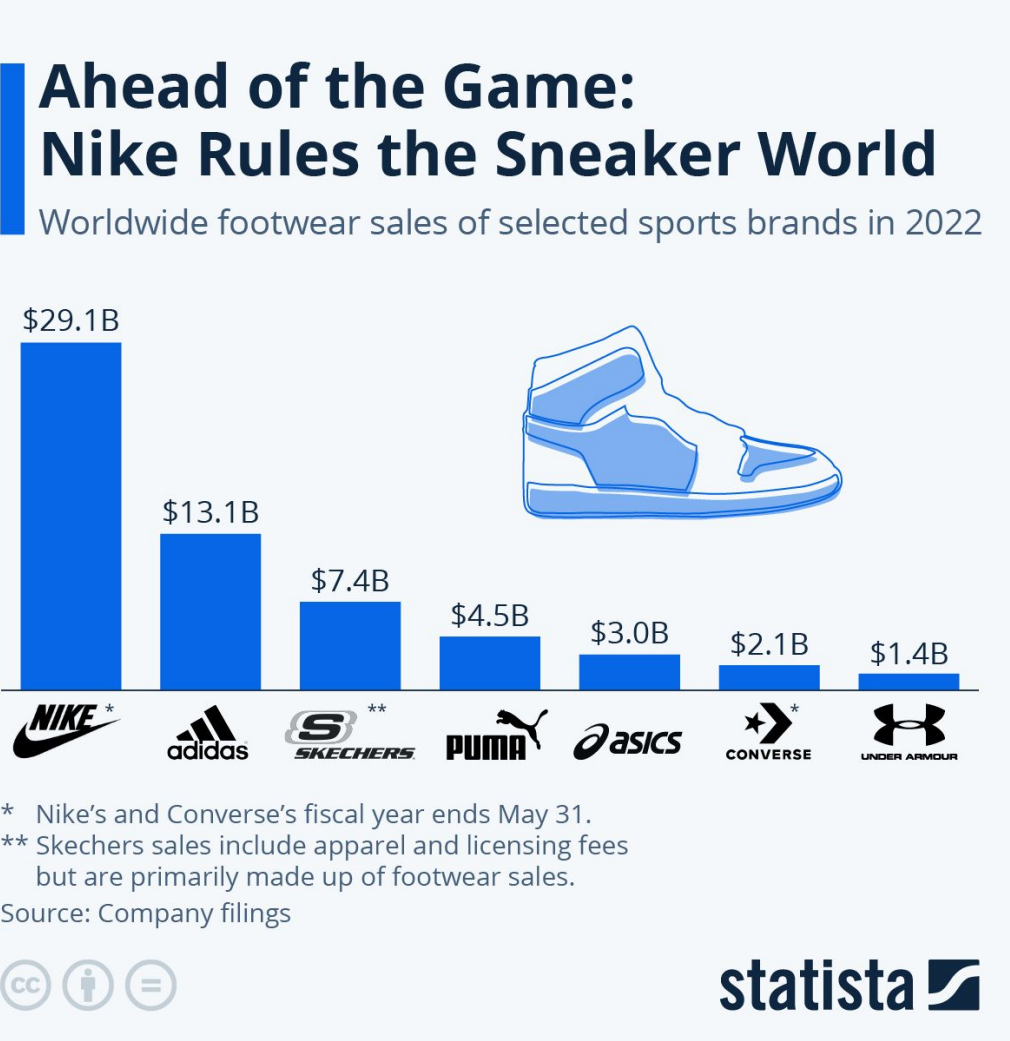
Background: Product Differentiation

- Monopolistic Competition
 - Relatively large number of firms
 - Ease of entry and exit
 - Advertising
 - Differentiation

- Example Industries: Shoes and Restaurants



Media Connection



[Statistica: Air Jordan](#)

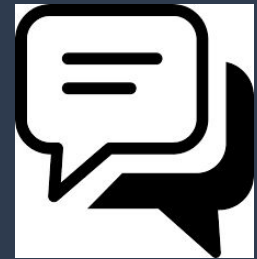


Look around and see if you can find anyone in the class wearing the same shoes as you.

Classroom Check In



What type of shoes are you wearing right now?



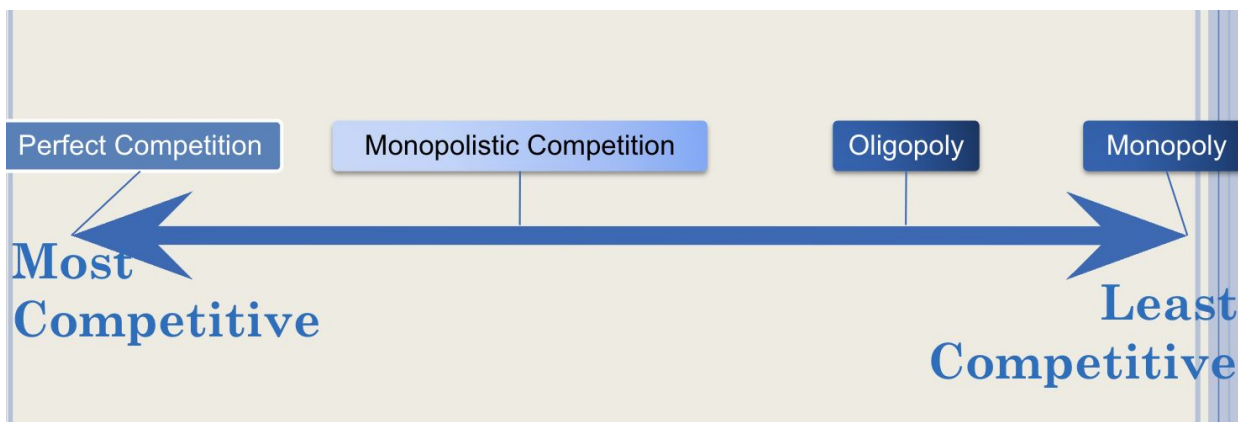
Add your response in the chat box.

Background Product Differentiation



Product Differentiation

- ways that companies make their product unique
 - What feature do your shoes offer?
 - function, style, comfort, price
- objective: to give more **market power**

An illustration of several blue plastic bottles and containers of various shapes and sizes, representing different product offerings in a market.

Product Differentiation

*[ˈprɑː-(.)dɑkt
ˌdi-fə-,ren(t)-shē-ˈā-shən]*

A marketing strategy designed to distinguish a company's products or services from the competition.

Investopedia

Music Media about Product Differentiation



How does this **song** show what this company's advertising and product differentiation do to consumers? How might this company create market power?



GRADE 6-8, 9-12, LESSON

Product Differentiation: Design and Advertise a Shoe

Time: 90 mins or two class periods, Updated: May 28 2023, Author: [Susanna McConnell](#)

DIRECT INSTRUCTION

 [TEACHER VERSION](#)

Task #1: Group Designing Challenge
Product Differentiation: Design and Advertise a Shoe



Time Required: 2 class periods

First Iteration

[Zane's Rap](#) (2011)

Component	Explanation	Points Possible	Points Earned
Design of Product	The design of the product is physically distinctive from the competitors with a unique physical design that differentiate it from competitors	10	
Target Buyer	The commercial insinuates the type of customer that would want to buy the product	5	
Product Differentiation	The commercial explains what specifically makes the product unique physically, to bring more customers to the product, and give the company more "monopoly power". The commercial also explains any marketing or distribution differentiation.	5	
Emotional Hook	The commercial appeals to the viewers' emotions to convince them to purchase it.	5	
Overall Commercial	The commercial is coherent and creatively designed to send a clear message to the target market. It is designed with a motto or phrase to help the consumer remember the product.	5	
Total Score		30	

Overview

1. Explain the characteristics of monopolistically competitive firms.
2. Identify examples of product differentiation.
3. Introduce the task.
4. Assign roles.
5. Groups “design” their shoes and advertisement.
 - a. *computers and dry erase boards*
6. Groups Present.

Roles:

Chief Marketing Officer: Explains why this product is unique, considering physical differences and impact

Chief Revenue Officer: Explain why this shoe is better than competitors

Product Designer: Draw the overview of the shoe on the dry erase board

Brand Advocate: Give your catchy commercial to class to advertise your shoe

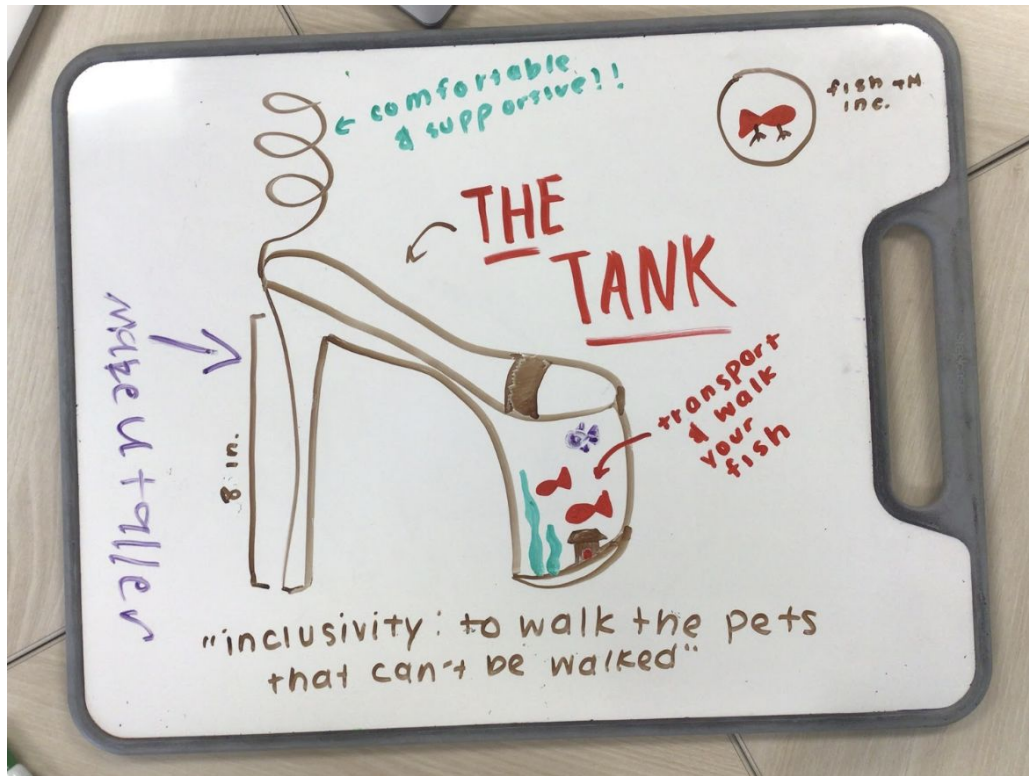
Component	Description	Points
Unique Product Differentiation (CMO)	The drawing and description of the shoe clearly explains how it is unique by describing its physical differences and impact.	10
Advertisement (CRO)	The advertisement for the product is engaging and clever. It includes a hook and a slogan within the 20 second commercial.	10
Explanation of Major Competitors (Product Design)	The commercial explains (Brand Advocate) why this shoe is better than its major competitors with reference to the drawing	10
Presentation	The product and presentation are engaging and unique.	10
Total		40



Example Products

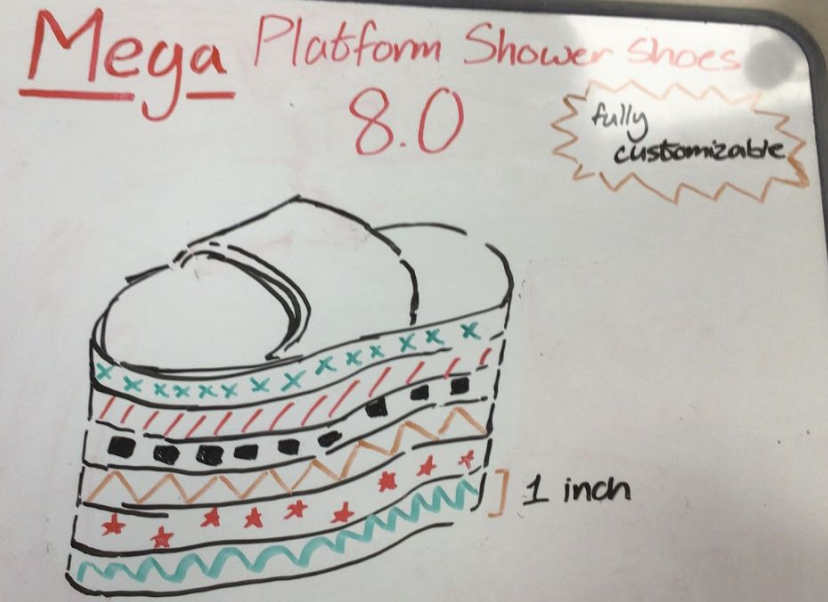
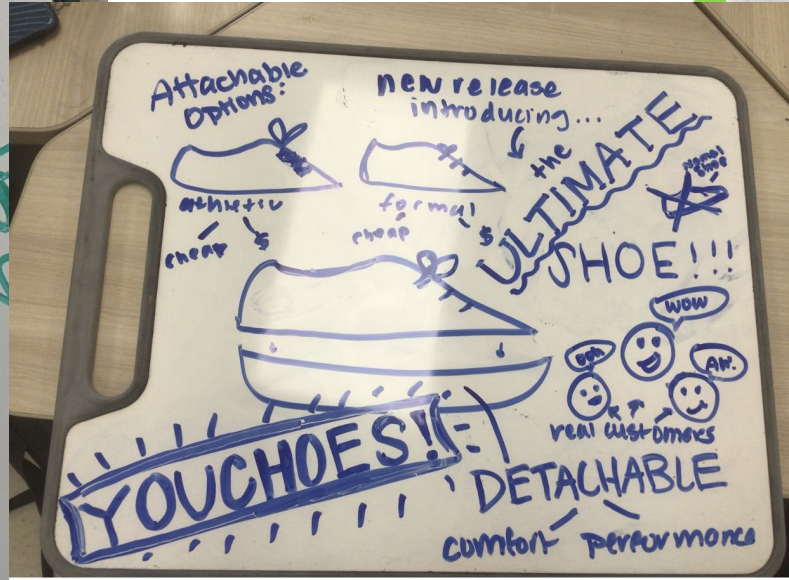
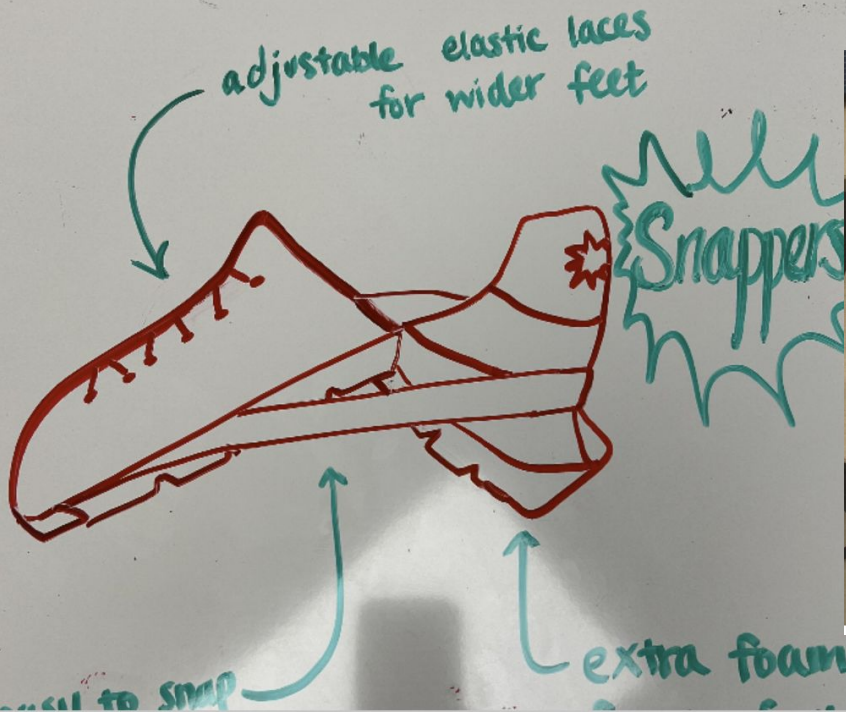


Have you ever woke up on a cold Christmas morning and thought my feet are cold? Let me introduce the Holi-shoe, the perfect Christmas present for friends and family for a Christmas morning. With competitors such as H&M and 954shoe offering high priced, low quality shoes, our shoe at the low price of \$19.99 allows you to light up the halls our High quality LED christmas lights, pine texture to massage your feet, and candy cane pocket for a quick snack. This new shoe will keep you warm and in the holiday spirit.





Example Products



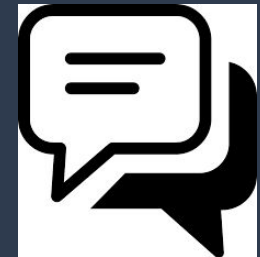


Task #2: Group Building Challenge
Product Differentiation: Build and Advertise a Home



If you could build a dream home anywhere, where would it be, and what would it include?

Classroom Check In



Add your response in the chat box.

Overview

1. Prepare bags of supplies.
 - a. toothpicks, straws, gum drops, flags, OR magnetiles (less time)
2. Introduce the task.
3. Distribute supplies in ziplock bags.
4. Groups “build” their homes using supplies provided.

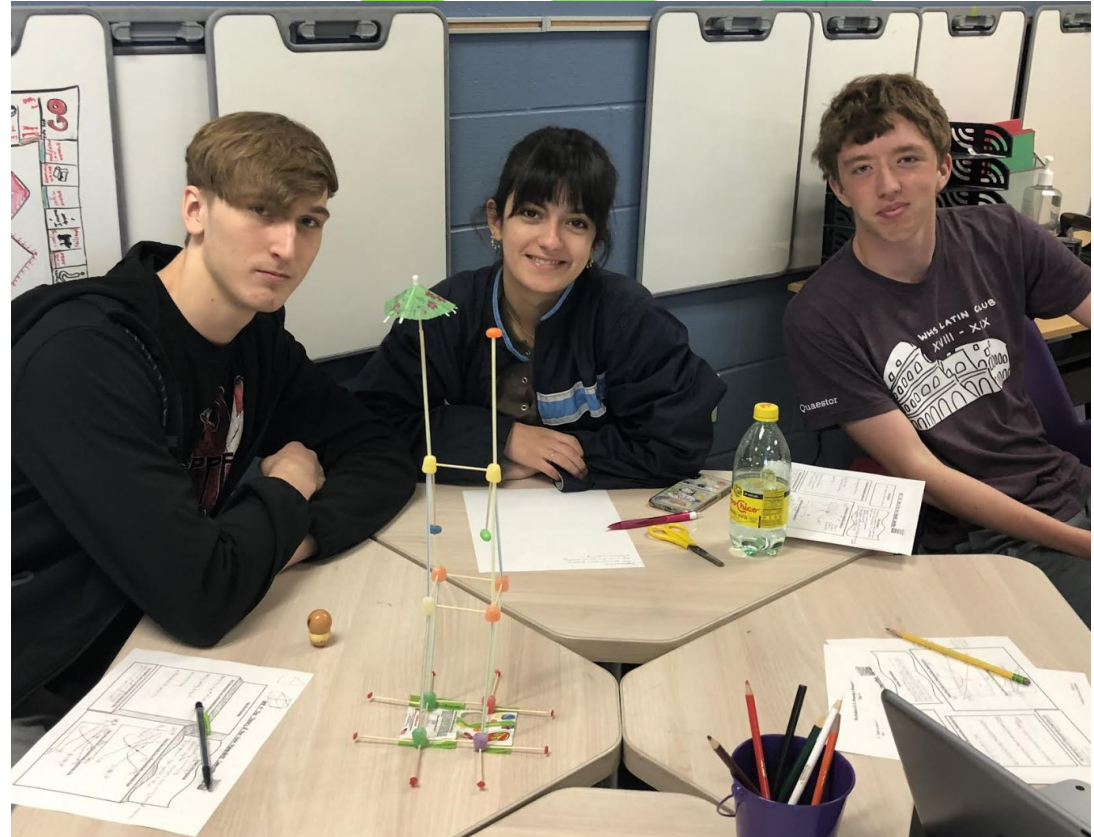
Monopolistically Competitive Firm Advertising Commercial: Home Building

Create a model home, using the resources provided. Make sure your group is clear on who the target market is, what the unique characteristics of the product are, and how you plan to attract buyers to the market.

Component	Explanation	Max Points	Points Earned
Design of Product (Photograph)	The photo shows the design of the product is physically distinctive from the competitors through product differentiation. It offers a unique experience to a customer.	10	
Emotional Hook	The commercial appeals to the viewers' emotions to convince them to purchase it.	5	
Target Buyer	The commercial insinuates the type of customer that would want to buy the product.	5	
Product Differentiation	The commercial explains what specifically makes the product unique physically, to bring more customers to the product, and give the company more “monopoly power”. The commercial also explains any marketing or distribution differentiation.	5	
Overall Commercial	The commercial is coherent and creatively designed to send a clear message to the target market. It is designed with a motto or phrase to help the consumer remember the product.	5	
Total Score		30	

Building in Action!

CEE Toothpicks + GumDrops





Building in Action! Magnatiles





Example Products



What's the overall vision for your live commercial? (Where will it take place? Who is involved?)
Inside the house to show how functional it is, then zoom out outside to show how small it is.

Who is your target market or buyer?
Compact house that serves the needs of central Austin residents. Appeal to rich Austinites who have more money than they need.

How will you appeal to the viewers' emotions?
Their risk-taking inner child
Nostalgia

What will you do to differentiate your product? How is it better? (physical, marketing, distribution)
Shaded indoor pool on the bottom floor, balcony, slide, solar panels, birdwatching chamber/observatory, porch next to pool
Slide that leads down to the ground
Ladder to promote fitness
Modern gum-drop style furniture
Water reservoir on top of the house to provide hydration and clean water for the pool.
Compact size

What is a motto or phrase to help remember the impact of your product?

Embrace the youthful gift of life

Example Products



What's the overall vision for your live commercial? (Where will it take place? Who is involved?)

We have an artist (Bob Ross) give a testimonial about how much the house helped them to become inspired and revitalize their art career. Narrator as well that advertises and stresses the benefits of the house

Who is your target market or buyer?

- Aspiring artists, uninspired/unmotivated artists
- Come to the house to become inspired; modern, aesthetic house for artists to paint in

How will you appeal to the viewers' emotions?

Since artists are rather emotionally influenced, the grandioseness of this modern house will inspire new coming artists in their work.

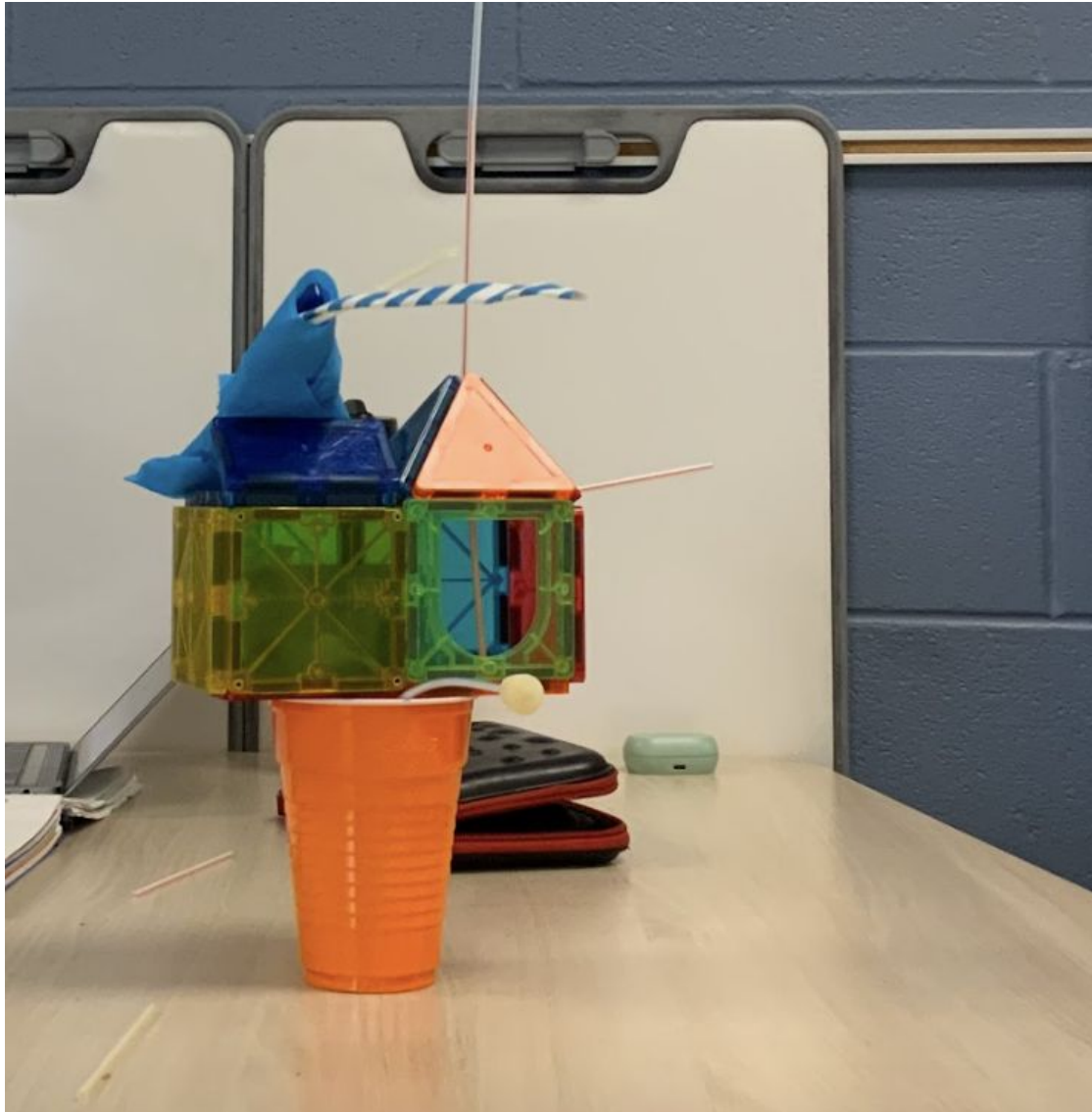
What will you do to differentiate your product? How is it better? (physical, marketing, distribution)

Our house is differentiated from other houses because of the unique geometric aspects which are inspiring to artists.

What is a motto or phrase to help remember the impact of your product?

This house will capture your heart and inspire your art.

Example Products



What's the overall vision for your live commercial? (Where will it take place? Who is involved?)

- In Los Angeles
- Noah Beck
- Charlie D'Amelio
- DanTDM
- Lil Nas X
- Mr. Beast
- Crayator

Who is your target market or buyer?

Gen z frat influencers

How will you appeal to the viewers' emotions?

Fastest Wi-Fi for uploading tik toks and a cannon to make challenge/trick shot videos

What will you do to differentiate your product? How is it better? (physical, marketing, distribution)

0% chance of getting flooded, precision-accuracy top of the line military grade cannon with space laser, climate friendly AC system, Jarvis-included, ottoman for extra storage space

What is a motto or phrase to help remember the impact of your product?

We chill like that.

Example Products



What's the overall vision for your live commercial? (Where will it take place? Who is involved?)
Emphasize the connection to nature in the house with the garden and open roofing

Who is your target market or buyer?
Plant people, people who love to be outdoors and garden. Even the inside of the house feels connected to the earth, as the rooms contain either a skylight or an ivy-covered pole with plants surrounding it at the bottom.

How will you appeal to the viewers' emotions?
The commercial will be centered around the feeling of freedom and joy that comes from being connected to nature.

What will you do to differentiate your product? How is it better? (physical, marketing, distribution)
We are going to include a garden along with the house with a lot of plants and flowers. There is also open air access on top of the house so there is constantly sunlight and fresh air. There is also a big porch with outdoor seating. This is different from most houses because rather than natural light our house has sunlight, and we have a unique garden that comes pre-built most houses don't have.

What is a motto or phrase to help remember the impact of your product?
The world, all in your home



Task #3: Group Billboard Challenge (Digital/Remote)
Product Differentiation: Advertise a Restaurant

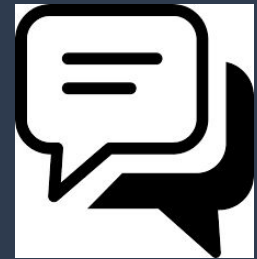


What's your favorite restaurant?

Classroom Check In

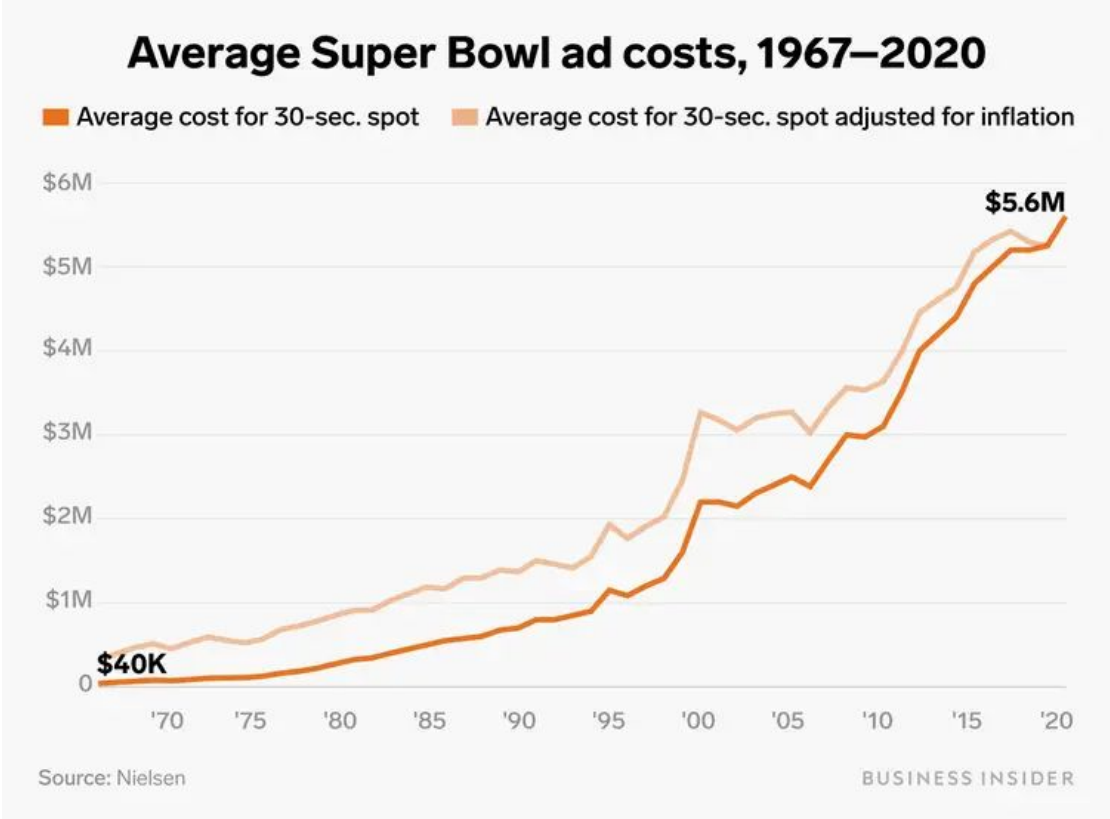


What's your favorite restaurant?



Add your response in the chat box.

Media Connection: Ad Spending



Media Connection: Ads



What's a targeted ad you've seen on social media?

1. What is something **significant** you heard?
2. What is something **interesting** you heard?
3. What is something **troubling** you heard?

Overview

1. Make a shared slideshow for groups to add a digital billboard into.
2. Divide Groups.
3. Give time to create and brainstorm.
4. Advertise.

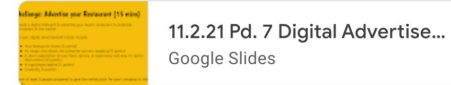
11.2.21 Class: Group Advertisement

Susanna Mcconnell • Nov 2, 2021

100 points

Please use the attached slideshow to add your group's digital billboard as a producer in a monopolistically competitive market.

Use the first slide to see what you need to include in your ad.



Challenge: Advertise your Restaurant (15 mins)

Create a digital billboard to advertise your Austin restaurant to potential consumers in the market.

On your digital advertisement [slide] include:

- Your Restaurant Name [5 points]
- An image that shows the consumer you are targeting [5 points]
- A short explanation of your food, service, or experience and why it's better than others [10 points]
- A logo/jingle/tagline [5 points]
- Creativity [5 points]

Have at least 2 people prepared to give the verbal pitch for your company to the class.

Example Products



THE HAT
TEXAS BBQ — IT'S GOOD FOR YOU!

PICK THE HAT FOR YOUR NEXT DINING EXPERIENCE:

- FOOD FOR THE WHOLE FAMILY!!
- EXCELLENT COMMUNITY!!
- COUNTRY MUSIC!!
- 20 UNIQUE TYPES OF BBQ!!
- OPEN ALL DAY!!

Get together with some family to devour some BBQ today

WARNING: Customers receive this warning message for public health and safety. For more information, please contact your local health department.

SHUTTERSTOCK.COM

The advertisement features a collage of images: a plate of BBQ food on a woven hat, a brown cowboy hat, and a smiling father with his child. The background shows the interior of a restaurant with a menu board and a brick wall.

Group 5. - Quali-tea (Boba Shop)

Targeting college age students

- A cute boba shop where bes-teas can get together and be treated like royal-tea by our bubbly servers
- We have a varie-tea of soy-phisticated flavors
- Our shop specifically serves as a study space so you can suck up some pearls of wisdom
- Qualitea, serving you for oolong time, everything we brew, we brew for you.

The advertisement shows a collage of images: three people holding boba drinks, and a group of students sitting at a table in a study space. The background is a modern, well-lit boba shop interior.

Example Products



Group 4: Digital Billboard

Name: Fito's Restaurant
Target Audience: Families of younger kids
Food/Service: A kid friendly establishment with adult options for the parents.
Explanation: Fito's offers the best burgers for kids along with a signature dish called "The Spicy Frito Pie", making it the go to restaurant for families.
Tagline: Fito's fritos are to die for!





Group 5: Digital Billboard

Dos Amigos

- 'We are a family friendly restaurant that provides a comforting environment to enjoy our special spin on Tex - Mex
- Our 'World Famous Sueno Queso is something to dream over and comes at a price of \$3 during happy hour from 4-6!
- 'We use organic and fresh ingredients to provide natural and delicious food

From Our Casa to Yours!





Group 6: Digital Billboard

Name: Dragon Dim Sum
Description: Small portion sizes that allow you to get a complete tasting of our menu. Delivered to you so you and your clients/coworkers can be **FAT & HAPPY!**

Dragon Dim Sum





Group 7: Digital Billboard

Sarah's Fortnite Kitchen

We serve the highest quality chicken nuggies and mini pizzas in town! Sarah really knows what she's doing when it comes to your kids' nutrition. You'll never have to look in the frozen section of HEB again! Get an all-you-can eat deal for \$8 and the ultimate Fortnite experience! If you can fight to the death and get a victory royale, your meal is free!

Where Fortnite meets Family Night



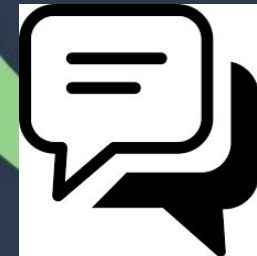





What's something you can use in your classroom?

SEL	Media	Task
What shoes would you take?	Stats from Shoes	#1: Shoe Ad
What's your dream home?	Music Video	#2: Build and Ad a Home
What's your favorite restaurant?	Super bowl Commercial	#3: Restaurant Digital Advertisement
What's an ad you've seen lately on social media?	Targeted Ads	

Reflect



Reflection



Q & A

References

- [Footwear Sales](#)
- [Wings: Music Video](#)
- [Footwear Statistics](#)
- [Business Insider: Superbowl Commercial Costs](#)
- [Vox: How Ads Follow You](#)
- [Statistica: Air Jordan](#)
- [Econ EdLink: Design a Shoe](#)

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Questions? Email Cristina Medina at cmedina@investgirls.org

DO YOU LOVE ECON?

You may have what it takes to compete in the Nation's only high school economics competition!

NEC



The **National Economics Challenge (NEC)** is the country's only economics competition of its kind for high school students. It tests micro and macroeconomic principles as well as knowledge of the world economy.

This motivating and fun team learning experience begins with competitions at the state level. The winning team from each state moves on to the National Semi-Finals. The top teams in the semi-finals will advance and receive an **all-expense paid trip (excluding travel) to compete in the National Finals in New York City** this spring.

Why Play?

- Fun team learning experience
- Great for your college application
- No other challenge like this!

CASH PRIZES



For each team member in National Finals:
1st place: \$1,000
2nd place: \$500
3rd place: \$250
4th place: \$125

HOW IT WORKS: STEP-BY-STEP



TWO DIVISIONS BASED ON EXPERIENCE LEVEL

David Ricardo Division: For first-time competitors who have taken no more than one economics course.

Adam Smith Division: For returning competitors, AP, International Baccalaureate, and honors students.

REGISTER TODAY FOR YOUR LOCAL COMPETITION!
NationalEconomicsChallenge.org

THE NATION'S PREMIER HIGH SCHOOL COMPETITION



The National Personal Finance Challenge is a competition that provides high school students with an exciting and motivating opportunity to build, apply, and demonstrate their knowledge of money management.

Through online exams and a personal finance simulation, teams showcase their expertise in **earning income, buying goods and services, saving, using credit, investing, as well as protecting and insuring.**

Teams of 3-4 students, with one teacher/coach, can qualify to represent their state at the National Personal Finance Challenge by winning their local competition.

HOW IT WORKS: STEP-BY-STEP



CASH PRIZES

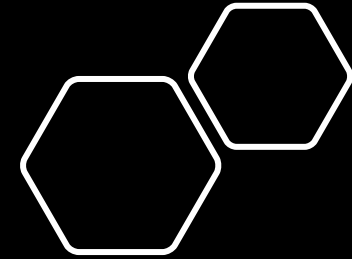
Top teams in National Finals receive a cash prize for each student team member and an all expense paid trip (excluding travel) to Cleveland, Ohio.

1st place: \$2,000 | 2nd place: \$1,000 | 3rd place: \$500 | 4th place: \$250

REGISTER TODAY FOR YOUR LOCAL COMPETITION!

personalfinancechallenge.org

The National Personal Finance Challenge is sponsored by:



NPFC



FinEd50 is a coalition of non-profit organizations, researchers, corporate partners, and professional organizations that believes that personal finance education is a crucial tool to helping people better navigate their financial lives, make informed decisions regarding their life choices, and take more control over their own futures.

FinEd50: Financial Education for American

Currently, only 24 states require personal finance education courses in the United States. Research indicates that a quality financial education leads to improved future credit scores, declines in payday lending, student loan payment increases, student borrowing shifting to lower cost options, and overall financial well-being!

Recognizing that education is the realm of state and local leadership, FinEd50 is dedicated to achieving:

State Level Action: State-level action that guarantees equitable access for every student to a robust, high-quality personal finance course;

National Standards: Courses and educational materials that address the content outlined in National Standards for Personal Financial Education and are culturally relevant and respectful to students' lived experiences;

Innovative Funding: Innovative funding mechanisms and professional development in place to support and develop a corps of high-quality teachers with access to new professional development opportunities to teach personal finance; and

Measurement: A mechanism for measuring access to courses on personal finance and equitable reach of state requirements.

Learn more about FinEd50:

Advocacy

CEE Affiliates



A network of 200 nationwide affiliates

Provide professional development for K-12 teachers, advocate for including economics and personal finance in K-12 schools, conduct research, and forge partnerships.

<https://www.councilforeconed.org/resources/local-affiliates/>

Include your local affiliate page

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STASH





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