



**Time
Required:
30 minutes**

**Grade Level:
1st-2nd
grades**

Skills for the 21st Century Marketplace Activity

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“My Favorite Toy” Activity

Infusionomics Themes, Keystone Economic Principles, and Skills for the 21st Century Marketplace:

- **THEME: CHOICES**
 - **Keystone Economic Principle™ #1:** We all make choices
- **THEME: COSTS**
 - **Keystone Economic Principle™ #2:** TANSTAAFL™ (There Ain't No Such Thing As A Free Lunch)
 - **Keystone Economic Principle™ #7:** Economic thinking is Marginal thinking
- **THEME: RESOURCES**
 - **Skills:** 16. Communication Skills; a. Oral, Written, and Body Language; vi. Make oral presentations
- **THEME: INCENTIVES**
 - **Skills:** 23. Marketing; a. Product/Service Creation; a.iii-iv
 - **Skills:** 23. Marketing; d. Selling; iv. Determine customer/client needs and motives

** For additional standards and content references, please see the [end of document](#).

Overview:

In the My Favorite Toy activity, each student will pick his/her favorite toy and will create a “flyer” with picture drawings about the toy to show other kids why this toy is fun to play with.

Objectives:

This activity helps the students to begin thinking about the basics of promoting a specific product. Through the exercise, the students will have had the chance to express the reasons why they love their favorite toys.

Materials and Handouts:

Blank poster board hung up in the front of the classroom
Markers, colored pencils, or crayons for the teacher to use to draw on the poster

Pre-Activity Discussion:

- Begin the class by asking the students about their favorite toys.
 - What is your favorite toy?
 - Why do you love it?
 - Do you think other kids would love it too if they had the chance to play with it?
- Discuss essential information to put on a flyer:
 - What would you want to know if you were going to buy the toy?
 - How much does it cost?
 - Where can you buy it?
 - Why is it fun?
 - Brainstorm as many questions as possible.
 - Does the flyer make you want to buy cookies? Why or why not?

Activity:

- Have the students decide on *one* toy/game for the class to create a flyer for.
 - Note: make sure it is a gender-neutral toy/game (i.e., not doll or a toy monster truck) so that both genders will be engaged. OR if your class is big enough, you can split the class into boys and girls and do two separate posters.
- Ask the students to help by telling you what you should write/draw on the poster to get people to want to buy this toy/game. (Optional: The students can help you do the drawing parts).
 - See if they can answer questions such as the following:
 - What makes this toy/game fun?
 - Where can you buy it?
 - How much does it cost?
 - What are some words that describe the toy/game?
 - How many people can play with it at one time?
- By the end, your poster should have some writing on it (to help the potential buyer know more about the toy) and some drawings (to show how fun the toy is).
- On a subsequent day, think about allowing the students to make their own flyer.

Additional Standards and Content References

Voluntary National Content Standards in Economics:

- Standard #1 : Scarcity; Consumers, Wants
- Standard #2 : Decision Making; Benefit, Costs

Partnership for 21st Century Life Skills Concept:

- Information, Media, and Technology Skills > Information Literacy > Use and Manage Information > Use information accurately and creatively for the issue or problem at hand
- Learning and Innovation Skills > Communication and Collaboration > Communicate Clearly > Articulate thoughts and ideas effectively using oral, written and nonverbal communication skills in a variety of forms and contexts

National Content Standards for Entrepreneurship Education:

- Ready Skills; C. Business Foundations; Business Activities; C.10 Explain marketing management and its importance in a global economy
- Ready Skills; C. Business Foundations; Business Activities; C.11 Describe marketing functions and related activities

Economics Vocabulary:

- **Advertising** - Using advertisements (public notices, displays or presentations often based on celebrity endorsements, appeals to authority, bandwagon effects and attractive imagery) to promote the sale of goods or services.
- **Allowance** - A sum of money paid regularly to a person, often by a parent to a child; sometimes paid in compensation for services rendered.
- **Benefit** - Monetary or non-monetary gain received because of an action taken or a decision made.
- **Costs** - An amount that must be paid or spent to buy or obtain something. The effort, loss or sacrifice necessary to achieve or obtain something.
- **Price** - The amount of money that people pay when they buy a good or service; the amount they receive when they sell a good or service.
- **Sale** - An exchange of goods or services for money.
- **Wants** - Desires that can be satisfied by consuming or using a good or service. Economists do not differentiate between wants and needs.
- Source: *EconEdLink.org* by the Council for Economic Education

Keystone Economic Principles™:

- For more information: http://infusionomics.com/wp-content/uploads/2010/06/Keystone_Cheat.pdf