



Time  
Required:  
20 minutes

Grade Level:  
6th-12th  
grades

Skills for the 21<sup>st</sup> Century Marketplace Activity  
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## Beauty Is...

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

• **THEME: COSTS**

- **Keystone Economic Principle™ #1:** We all make choices
- **Keystone Economic Principle™ #3:** All Choices Have Consequences

• **THEME: RESOURCES**

- **Keystone Economic Principle™ #6:** Do what you do best, Trade for the rest
- **Skills:** 16. Communication Skills, d. Ethics in Communication

• **THEME: INCENTIVES**

- **Keystone Economic Principle™ #5:** What Matters to Me
- **Skills:** 23. Marketing

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

**Overview:**

In this simple and quick activity, a YouTube video is used to open up a discussion on ethical communication and marketing practices.

**Objectives:**

To introduce a method students to the ethical use of media and communication in marketing.

**Materials and Handouts:**

Video or projection equipment to show a YouTube video – Dove Evolution  
<http://www.youtube.com/watch?v=iYhCn0jf46U>

**Activity:**

- Begin by asking students the following discussion questions.
  - Have students write down their answers the following questions.

- Then share them with a partner.
- Next ask a few people to share their answers or their partners answers with the whole class.
- Questions:
  - Finish this sentence – Beauty is... - Write down 3-5 things.
  - What does it mean to be ethical?
  - What is marketing?
  - What do ethics have to do with marketing?
- Show the video - <http://www.youtube.com/watch?v=iYhCn0jf46U>
  - Did you know the average model is 5'10" tall and weighs 98 pounds?
  - Did you know the average woman is 5'4" tall and weighs 160 pounds?

**Writing Prompt or Class Discussion:**

*Here are some questions for writing prompts and/or class discussion.*

- Try to list as many of the changes made to the model as you can.
- What kinds of messages are sent to young girls by this type of marketing? Is it right? What is the danger? (lack of self-confidence, eating disorders, etc.)

## Additional Standards and Content References

### Voluntary National Content Standards in Economics:

- Standard #2 : Decision Making; Cost/Benefit Analysis

### Partnership for 21st Century Life Skills Concept:

- Media Literacy; Analyze Media

### National Content Standards for Entrepreneurship Education:

- Ready Skills, C. Business Foundations; Business Activities; C.11 Describe Marketing functions and related activities
- Ready Skills, D. Communication and Interpersonal Skills; Ethics in Communication

### Keystone Economic Principles™:

- For more information: [http://infusionomics.com/wp-content/uploads/2010/06/Keystone\\_Cheat.pdf](http://infusionomics.com/wp-content/uploads/2010/06/Keystone_Cheat.pdf)