

Steeped in History—Sage & Folly Historical Apothecary | Lesson Plan

What is a brand and why is it important for business success?

Students will learn how to conduct product research, understand and establish a strong brand identity, and effectively position products in the market. They will also explore the significance of aligning products with brand values and adapting to different customer bases for business growth.

Learning Objectives:

- Define the key terms: *brand*, *brand identity*, *product research*, and *positioning*.
- Identify the components of a strong brand identity.
- Understand the process of product research and how it influences the development and expansion of a product line.
- Explore the concept of positioning in marketing and learn how adapting products to fit the needs of different markets can impact sales and customer retention.
- Understand the importance of aligning product offerings with a brand's values and identity to build customer loyalty and achieve long-term business growth.

Key Vocabulary:

- **Brand:** Perception of a company or product in consumers' minds.
- **Brand Identity:** Distinctive elements reflecting a company's values.
- **Product Research:** Investigation to develop and improve products for market.
- **Positioning:** Strategic adjustment of products to appeal to target audience.

Educational Standards: CCRA.R.7, CCRA.R.4, CCRA.W.7, CCRA.W.8
CCSS.Math.Content.6.SP.B.5, CCSS.Math.Content.7.RP.A.2

Academic Subjects: Entrepreneurship, Small Business, History

What You'll Need

- Video: *The Hustle: Steeped in History - Sage & Folly Historical Apothecary* (Watch [Here](#))
- Worksheet: *The Hustle: Steeped in History - Sage & Folly Historical Apothecary* (Click [Here](#))
- Logos and slogans of well-known brands (e.g., Coca-Cola, McDonald's, Amazon)
- Blank paper and markers or colored pencils for each student
- Whiteboard or flipchart
- Sticky notes



Lesson Plan (45 mins.)

Warm-Up: (15 mins.)

1. Start by displaying various well-known logos and slogans without their brand names (e.g., Nike's swoosh, McDonald's golden arches). Ask students to identify each brand based on the logo or slogan alone. Discuss how these elements contribute to the brand's identity and public perception—record student responses on the whiteboard.
2. Transition by asking students to think about their personal brand. Distribute blank paper and markers or colored pencils—instruct students to create a simple logo or slogan that represents them or an interest of theirs.
3. Once students have created their personal logos, ask a few volunteers to share and explain their designs. Discuss how these elements could influence others' perceptions of them, paralleling how business branding affects customer views and loyalty.
4. Hand out sticky notes to each student. Write the names of different fictional businesses on the whiteboard (e.g., "Zen Gardens Spa," "Rocket Fast Deliveries," "EcoClean Technologies"). Ask students to write down the first word or feeling that comes to mind for each business name and stick their notes on the board next to the corresponding business. Review the responses and discuss how a name and implied brand can influence consumer expectations and emotions.
5. Transition by explaining, "In today's lesson, we will explore the concept of branding further using the example of a young entrepreneur's business. We will discover how a well-crafted brand identity can influence success and customer loyalty. Let's think about what makes a brand memorable and how we can apply these principles to a business model."
6. Distribute *The Hustle: Steeped in History - Sage & Folly Worksheet*, and review the instructions as a class. Instruct the students to complete the "Venture Vocab" section as they watch the video.
7. Watch the video.

Work-Out: (20 mins.)

1. After the video, ask follow-up questions to determine Sage and Folly's keys to success. Guide students to consider how successful branding helped the company grow.
2. Give the students time to complete *The Hustle: Steeped in History - Sage & Folly Worksheet* individually or collaboratively. Offer support and insights where necessary.

Wrap-Up: (10 mins.)

1. Review the answer to the "Startup Scenario" worksheet with the class. Encourage students to share their calculations and reasoning.
2. Ask students (or groups) to share their answers to the "Future CEO's Insight." Guide discussion around correct answers.
3. Consider collecting the completed worksheet as a formative assessment to gauge understanding and engagement with the lesson's content.

Don't have time for the full lesson? Quick Activity (15 mins.)

Watch the video and distribute the worksheet for homework or as a project. Alternatively, have students watch the video, complete the worksheet at home, and discuss it in class the next day.