

Interdisciplinary Unit Plan

Unit Authors			
Name	Heidi	Lacey	Shawn
Subject Taught	Intro to Marketing	Chinese	International Business/Marketing
School Name	Kettle Moraine HS	Kettle Moraine HS	Kettle Moraine HS
School City, State	Wales, WI	Wales, WI	Wales, WI
Unit Overview			
Unit title			
Promotion: ancient Silk Road to today's modern marketplace			
Unit Summary			
<p>This unit's intention is to utilize the expertise of three disciplines to accomplish one task. We see the students all working together, yet having their own major function in the project outcome. This allows us to meet school learning targets in a way that crosses disciplines.</p> <ul style="list-style-type: none"> • Students in introduction to marketing will teach Chinese language learners about basic promotional elements. • Students in Chinese language class will research Silk Road promotional efforts and teach to intro to marketing. • Students in International Marketing class will be tasked with taking an American product and changing promotional elements to meet the cultural and legal standards of the Chinese marketplace. • Students in Chinese language class will work with International Marketing to create new labeling and other promotional efforts to enter into China Marketplace. 			
Essential Questions			
How did merchants promote their products in ancient Silk Road times?			
How has the Silk Road influenced product trade around the world?			

What resources are necessary to be able to promote products in other countries effectively? What cultural influences are important when choosing product promotion. (colors, names, slogans, ingredients)			
Subject Involved	Marketing	Chinese Language/Culture	International Marketing
Student Information	Grade Levels: 9-12	Grade Levels: 11-12	Grade Levels: 10-12
	Chinese Proficient Level: Varies	Chinese Proficiency Level: 5	Chinese Proficiency Level: Varies
Time Needed	2 blocks	5 blocks	5 blocks (1 week)
Targeted Standards			
Subject Area 1:		Subject Area 2:	Subject Area 3:
Cultural Awareness Promotion		Writing Culture Reading Speaking	Cultural Awareness Promotion Product Packaging

Learning Objectives		
Subject Area 1: Intro to Marketing	Subject Area 2: Chinese 5	Subject Area 3: International Marketing
Knowledge (language, culture, content) -promotional mix -cultural influences on product promotion Skills (CAN DO) <ul style="list-style-type: none"> I can compare the differences 	Knowledge (language, culture, content) -Silk Road history and importance on trade -Cultural differences in perception -Cultural difference in taste preferences -Significance of colors -Importance of meaning behind words Skills (CAN DO) <ul style="list-style-type: none"> I can compare the differences 	Knowledge (language, culture, content) -To be determined with other teacher Skills (CAN DO) <ul style="list-style-type: none"> I can compare the differences between ancient Silk Road

between ancient Silk Road promotion and modern day promotional efforts.	between ancient Silk Road promotion and modern day promotional efforts. <ul style="list-style-type: none"> I can conduct a seminar on ancient Silk Road influences on world trade. 	promotion and modern day promotional efforts. <ul style="list-style-type: none"> I can create a promotional effort that will be effective in another country.
Assessment Plan		
Subject Area 1: Intro to Marketing	Subject Area 2: Chinese	Subject Area 3: International Business/Marketing
Seminar to Chinese language learners on promotional efforts. Judge International Marketing products on proper use of promotional mix.	Seminar to Introduction to Marketing students on Silk Road history & promotional efforts. Collaborative final project on product package. (recreate a package to Chinese marketplace standards.) Judge International Marketing products on cultural necessities for products entering China.	Collaborative final project on product package. (Recreate a package to Chinese marketplace standards.) Present final products to Chinese class and Introduction to Marketing class.
Major Activities		
Intro to Marketing	Chinese	International Business/Marketing
-Activity to search for products around the room and label on large map where these were made. (post-it notes with product names placed on large map on SmartBoard) -Discussion and lecture on ancient Silk Road history and promotional efforts.	-Listen to seminar from intro to marketing students about promotional efforts in modern day marketplace. -Research ancient Silk Road promotional efforts. Discuss importance of Silk Road on world trade and why countries have what they have. -Discussion on differences between	-Activity to search for products around the room and label on large map where these were made. (post-it notes with product names placed on large map on SmartBoard) -Discuss importance of Silk Road on world trade and why countries have what they have. (group discussion-student

<p>-Discuss importance of Silk Road on world trade and why countries have what they have. (group discussion-student driven)</p> <p>-Research products on the market in both US and China. Discussion on differences, meanings of names, colors, changes made to product and packaging.</p>	<p>Chinese and American culture regarding products (likes, dislikes, tastes, etc. group discussion-student driven)</p> <p>-Research products on the market in both US and China. Discussion on differences, meanings of names, colors, changes made to product and packaging.</p> <p>-Work with marketing students to translate and creatively choose appropriate Chinese names/packaging specs for products.</p>	<p>driven)</p> <p>-Compare US products with Chinese product packaging.</p>
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Combined Activities

- Listen to seminar from Chinese language learners about Silk Road promotional efforts.
- Listen to seminar from intro to marketing students about promotional efforts in modern day marketplace.
- Research ancient Silk Road promotional efforts. Discuss importance of Silk Road on world trade and why countries have what they have.

Materials and Resources for Unit

	Intro to Marketing	Chinese	International Business/Marketing
Teacher Collected materials (during project in Shanghai)	Picture of advertisements in China Product packaging from China Pictures of cultural influences in China Teacher notes on experiences while in Shanghai	Chinese product packaging, candy, bottles Pictures taken in China Business cards collected Teacher notes	
Printed Materials			
Online	Pictures of Silk Road maps	Pictures of Silk Road maps	Pictures of Silk Road maps

Resources	http://www.ancient.eu/Silk_Road/ http://www.ancient.eu/Silk_Road/	http://www.ancient.eu/Silk_Road/ http://www.ancient.eu/Silk_Road/	http://www.ancient.eu/Silk_Road/ http://www.ancient.eu/Silk_Road/
Other resources	Videos on YouTube demonstrating “marketing fails” when entering another country.	Videos on YouTube showing Chinese commercials, personal interviews, American product packaging for comparison	