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| **TEXAS CTE LESSON PLAN**  [www.txcte.org](http://www.txcte.org) | |
| **Lesson Identification and TEKS Addressed** | |
| **Career Cluster** | Human Services |
| **Course Name** | Cosmetology II |
| **Lesson/Unit Title** | Evaluating Salon Marketing Techniques |
| **TEKS Student Expectations** | **130.284. (c) Knowledge and Skills**  (6) The student analyzes career paths within the cosmetology industry. The student is expected to:  (A) Explore marketing techniques when selecting and using multimedia to attract and retain clientele |
| **Basic Direct Teach Lesson**  (Includes Special Education Modifications/Accommodations and  one English Language Proficiency Standards (ELPS) Strategy) | |
| **Instructional Objectives** | **Students will:**   * Understand the importance of advertising for a salon * Critique salon advertisements for key components * Design and create a flyer for a salon |
| **Rationale** | Building a clientele for your salon can be challenging. Knowing how to make a simple flyer advertising your services is an easy, low-cost marketing tool that may attract new customers and showcase your salon. This lesson will introduce you to marketing techniques used in the industry. |
| **Duration of Lesson** | Three 45-minute class periods |
| **Word Wall/Key Vocabulary**  *(ELPS c1a, c, f; c2b; c3a, b, d; c4c; c5b) PDAS II (5)* | **Advertising:** A promotional message about a product that is paid for by an identified sponsor  **Flyer:** A one-sheet printed advertisement usually handed out, posted on bulletin boards or poles, slipped under doors, or put on car windshields  **Marketing:** Developing products that meet customer needs and promoting those needs so that customers will buy them  **Marketing Mix:** The combination of decisions made about product, price, place, and promotion  **Marketing Plan:** Outlines all of the research obtained regarding the clients your business will target and their needs, wants and habits  **Target Market:** Research that is done to learn about the market and potential customers |
| **Materials/Specialized Equipment Needed** | **Equipment:**   * Computer with projector for PowerPoint presentation * Computers with Internet access (follow your district’s Acceptable Use Policy) * Remote   **Materials:**   * Salon advertisement flyers (samples, if available)   **Supplies:**   * Business cards (various) * Newspapers * Salon magazines * Trade journals   **Technology:**   * Microsoft® Word Flyer templates * Copies of all handouts   **PowerPoint:**   * Evaluating Salon Marketing Techniques   **Technology:**   * Free iPad App:   + The Journal  A magazine that is on the frontline of hair and fashion<https://itunes.apple.com/us/app/the-journal/id605669902?mt=8>   **Graphic Organizer:**   * Evaluating Salon Marketing Techniques Notes * Evaluating Salon Marketing Techniques Notes (Key) * KWL Chart – Marketing Techniques   **Handouts:**   * Rubric for Salon Advertisement Flyer * Salon Advertisement Critique |
| **Anticipatory Set**  (May include pre-assessment for prior knowledge) | **Before class:**  Become familiar with the following articles:   * How to Make a Flyer for a Beauty Salon A flyer can help attract potential customers.<http://www.ehow.com/how_6595829_make-flyer-beauty-salon.html> * How to Make a Flyer in Microsoft® Word Flyers are useful, low-cost advertising tools and you can use Microsoft® Word to create flyers to your liking<http://www.ehow.com/how_4903668_flyer-microsoft-word.html>   Display as many of the materials and supplies from the Materials or Specialized Equipment Needed section as you have available on a table in front of the classroom.  Distribute graphic organizer KWL Chart – Marketing Techniques and ask students to complete the first two sections:   * K – What do I know about the importance of advertising and media marketing for a salon? * W – What do I want to know about the importance of selecting the proper advertising and media outlet for a salon?   The last column will be completed at the close of the lesson.  Discuss with your students the importance of attracting new clients and maintaining current clients.  Lead a class discussion on target market areas based on the services the salon will offer. |
| **Direct Instruction \*** | Introduce lesson objectives, terms, and definitions.  Distribute graphic organizer Evaluating Salon Marketing Techniques Notes so that students may take notes during the slide presentation.  Introduce PowerPoint Evaluating Salon Marketing Techniques and lead a discussion on available marketing tools.  View the article below for more salon marketing ideas:   * Advertising Ideas for Salon Services An effective advertising strategy is vital to making your salon a success<http://www.ehow.com/list_6819694_advertising-ideas-salon-services.html>   *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * preferential seating * check for understanding |
| **Guided Practice \*** | Distribute newspaper ads, salon magazines and trade journals to students to preview ads.  Distribute handout Salon Advertisement Critique and assign two ads for students to review.  Discuss the important components to an ad to attract new clients and maintain current clients.  Tell students to critique two ads for important information and write comments to improve the ad.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * peer tutoring * frequent feedback |
| **Independent Practice/Laboratory Experience/Differentiated Activities \*** | Divide the class into subgroups of two.  Distribute Rubric for Salon Advertisement Flyer and review with students so they may understand what is expected.  Students will use Microsoft® Word Flyer templates to design and create a flyer for a new salon that will attract new clients and maintain current clients.  To learn how to make a flyer using Microsoft® Word, click on link below:   * How to Make a Flyer in Microsoft® Word Flyers are useful, low-cost advertising tools and you can use Microsoft® Word to create flyers to your liking<http://www.ehow.com/how_4903668_flyer-microsoft-word.html>   Encourage students to be creative and follow copyright rules for images.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * frequent feedback * extra time for completion |
| **Lesson Closure** | Review lesson objectives, terms, and definitions.  Review with students the importance of advertising for a salon.  Distribute the KWL Chart – Marketing Techniques and allow students to complete the last section.  L – What did I learn about the importance of evaluating salon marketing techniques for a new salon? |
| **Summative/End of Lesson Assessment \*** | Students will present their salon advertisement flyer.  Students will be assessed with appropriate rubric.  *Individualized Education Plan (IEP) for all special education students must be followed. Examples of accommodations may include, but are not limited to:*   * level of mastery achieved * praise and encouragement |
| **References/Resources/**  **Teacher Preparation** | **Articles:**   * Advertising Ideas for Salon Services An effective advertising strategy is vital to making your salon a success<http://www.ehow.com/list_6819694_advertising-ideas-salon-services.html> * How to Make a Flyer for a Beauty Salon A flyer can help attract potential customers.<http://www.ehow.com/how_6595829_make-flyer-beauty-salon.html> * How to Make a Flyer in Microsoft® Word Flyers are useful, low-cost advertising tools and you can use Microsoft® Word to create flyers to your liking<http://www.ehow.com/how_4903668_flyer-microsoft-word.html>   **Textbook:**   * *Milady standard cosmetology: Situational problems.* (2012). Clifton Park, NY: Cengage Learning. |
| **Additional Required Components** | |
| **English Language Proficiency Standards (ELPS) Strategies** | * Word wall * Draw visual representations of terms on word wall * Add terms and definitions to personal dictionary * Utilize Four Corners Vocabulary/ Word Wall Activity |
| **College and Career Readiness Connection[[1]](#footnote-1)** |  |
| **Recommended Strategies** | |
| **Reading Strategies** | Students may read the following articles:   * Hair Salon Promotional Ideas Promotional strategies for salons to consider<http://www.ehow.com/list_6585010_hair-salon-promotional-ideas.html> * How to Promote a Hair Salon Without Going Broke If you want to promote a hair salon, you need to create promotions that are not just unique, but cost effective as well. <http://www.ehow.com/how_2043622_promote-hair-salon-going-broke.html> * Marketing Ideas for Hair Salons Tips to help you show people who you are, what you can offer, and what they can expect<http://www.ehow.com/list_6626253_marketing-ideas-hair-salons.html> * Salon Advertising Ideas A few methods that work best for spreading the news about a salon in town. <http://www.ehow.com/way_5120116_salon-advertising-ideas.html>   **Reading Strategy:**  Encourage students to connect reading to their life experiences or prior knowledge. |
| **Quotes** | It’s not enough that we do our best; sometimes we have to do what is required. **-Winston Churchill**  Nobody counts the number of ads you run; they just remember the impression you make. **– Bill Bernbach**  Other than that, one year, Salon has been very cautious about the way it spends money. For instance, since last year, we’ve had virtually no marketing budget. It’s just word of mouth. And our circulation continues to grow that way by breaking news stories. **-David Talbot** |
| **Writing Strategies**  **Journal Entries + 1 Additional Writing Strategy** | **Journal Entries:**   * My favorite salon advertisement is …. * I found out about my salon’s special through…. * Referrals are very important to salons because …….   **Writing Strategy**   * RAFT (Role/Audience/Format/Topic) writing strategy:   + Role: reporter   + Audience: potential clients   + Format: news article   + Topic: salon opening and services offered |
| **Communication**  **90 Second Speech Topics** | * Three reasons why I like my salon are ……. * Salons offer many services, some of which are …. |
| **Other Essential Lesson Components** | |
| **Enrichment Activity**  (e.g., homework assignment) | Students can make a brochure advertising for a local salon. Pictures of services, location, and more can be added.  Microsoft® brochure templates can be used to include more information than the flyer. |
| **Family/Community Connection** | Students can interview local salon owners to determine what form of advertising is most successful for their business. Give a brief report back to the class on responses.  Ask friends and family members why they chose to visit a particular salon and which advertisement made them notice that salon. Share with the class. |
| **CTSO connection(s)** | **SkillsUSA**  <http://www.skillsusatx.org/>   * Cosmetology Students will demonstrate their skills in haircutting, hair styling and long hair design in four separate tests. All work is performed on mannequins so everyone begins with the same model and the same type of hair. Contestants will create one 90-degree women’s haircut, one woman’s and one man’s cut from a finished photo. A display of creativity is seen in the long hair segment of the competition where these future salon professionals demonstrate their own design skills. A parade finale closes the contest with each contestant walking down the stage with their completed mannequins to present to the audience. * Esthetics  The Esthetics competition evaluates the contestants’ techniques and professionalism in the field of skin care. Students will be tested in four different areas: an oral skin consultation; a written exam covering the fundamentals of skin care; sanitation; skin analysis; a hands-on basic facial demonstration; and, a daytime and fantasy make-up application. * Nail Care The purpose of this contest is to evaluate each contestant’s preparation for employment and to recognize outstanding students’ excellence and professionalism in the field of nail technology. The contest consists of 6 separate segments; oral communication skills, acrylic application, tip and wrap application, nail polish application, nail art pedicuring and a written exam. The written exam tests basic knowledge of proper sanitation, chemical safety, and salon procedures. The practical applications evaluate the contestant’s ability to perform the most common nail services in the salon today. |
| **Service Learning Projects** | Successful service learning project ideas originate from student concerns and needs. Allow students to brainstorm about service projects pertaining to lesson. [www.ysa.org](http://www.ysa.org)  Possible ideas: Allow students to create advertisements for a new local salon opening. Have owner and manager select the best presentations. |

1. Visit the Texas College and Career Readiness Standards at <http://www.thecb.state.tx.us/collegereadiness/CRS.pdf>, Texas Higher Education Coordinating Board (THECB), 2009. [↑](#footnote-ref-1)