

Marketing Chalk Talk Example

Chalk talk is teaching strategy that centers on the use of a black/white board and chalk or markers. There are several versions of this strategy. Basically the instructor writes a term, statement or idea in the center of the board. Students, either one by one or a few at a time, walk up to the board and add their comments, ideas or suggestions. The activity can be timed, and can also be done in silence. Once all writing has been completed, the instructor can lead a discussion focusing on the added comments.

Discount cards

Specials

Free samples

Coupons

Buy one, get one ½ off

What marketing strategies have attracted you to local food venues?

Where have you seen these marketing strategies?

*Commercials
on TV, Internet*

*Flyers, mail outs,
newspaper*

Billboards, signs