Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class \_\_\_

**Directions:**

**Y**ou and your partner have been tasked with creating a musical parody that explains the elements of the marketing mix. Pretend your musical/video piece is being presented to middle school students who have never heard of the marketing mix before. You must break down the content and explain each element of the 4 P’s of marketing and how the elements relate in a way that they will understand it.

Visit the following YouTube link to see an example of a video created for a biology class explaining cells and DNA to help give you inspiration. <https://www.youtube.com/watch?v=_x2RksGrzyE>

**Due Date:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Grading**

Project is worth 100 points and will be graded using the attached rubric.

**Steps to Complete:**

1. Pick a song that you like and that will be easy to rewrite the lyrics.
2. Rewrite the lyrics to the song to be about the 4 P’s of Marketing.
   1. Do not just randomly throw the words “product, place, price, and promotion” in over and over again! Rewrite your song so your lyrics explain the 4 P’s and how they relate in a way that a 6th grade student could understand the content.
3. Type the lyrics to your song & have teacher approve.
4. Create your recording plan.
5. Record your audio and video with music or record clips as needed.
6. Edit your clips together to form a full video recording of the song. OPTIONAL: You can include scrolling lyrics for your audio recording but NO VIDEO.
7. You will share your musical parody via the method specified by the teacher, and we will have a music listening party on the due date!

**Requirements:**

* All content in the recording must be 100% school appropriate!
* Your musical video parody must be a minimum of 2 minutes long and no longer than 3 minutes.
* Each member in the group must participate.
* Each element of the marketing mix must be explained thoroughly.
* Your lyrics must be viewed and approved by the teacher before recording begins. (Voice Thread or Flip Grid will be options in the distance learning format)

**Technology:**

You can record on your phone or on your desktop/laptop. I recommend using the same phone or computer to record all clips if more than one is needed in order to make editing easier.

There are many tutorials on YouTube that can help and answer recording and editing questions you have. Great places to start in addition to your iPhone apps include Knovio, Panopto, or Loom. Each one offers free options on their respective websites.

**Suggested Project Schedule: (TENTATIVE)**

* Day 1-Assign groups, go over instructions, pick out song, and begin rewriting lyrics
* Day 2-Solidify final song choice & rewrite lyrics
* Day 3-Finalize lyrics, show to teacher to approve, and create recording plan
* Day 4-Recording
* Day 5-Recording/Editing

\*\*Any work that is not completed during class time is your responsibility to complete on your own time. Working ahead of schedule is great; try not to fall behind schedule! \*\*

**Remix the Marketing Mix Music Video Parody Rubric**

