

## Section 1—General Personal Financial Literacy

**Title of Lesson/Subject:** *Hey Pop!*

**Prepared by:** Terrille Jacobson (revised plan, Source: EconEdLink)

### Contact Information

**E-mail address:** [jacobson@watford-city.k12.nd.us/exchange](mailto:jacobson@watford-city.k12.nd.us/exchange) **Phone:** 701-828-3237

**Time Allotment:** Four 50 minute periods

**Grade Level or Target Audience:** Grade 3-4

**ND Standards Competencies:** 4.3.2 Understand how various factors influence economic decisions;

**Key Economic Concepts:** Competition, Consumers, Decision Making, Producers

### Brief Description:

Students will be taught how to get the most for their money. They will be given the opportunity to see the best buy and decide what factors steer their choices.

### Learner Objectives:

- The student will be able to explain “competition” in regards to sellers of certain products, in this case popcorn companies.
- The student will learn how to make comparisons and rank products based on cost and taste. They will examine the prices for each and compare.

### Introduction:

Americans consume, on average, 59 quarts of popcorn per person, per year. Most of the popcorn consumed is eaten in the home. The remaining amount is enjoyed in movie theaters, at sporting events, and amusement parks. The favorite popcorn flavor is butter, followed by caramel and cheese. This lesson deals with the decision-making process. It also teaches aspects of competition. Students will rate products, compare prices, and consider the marketing of several different brands of popcorn. Students will be asked to identify if a correlation is present between price, taste, packaging, and advertising, if the “price is right”, and did the marketing of the product affect the possible buying of the product. (Possible topic to relate to—How many students want their parents to buy cereals for the toys inside?)

### Materials Needed:

- Access to websites
- Various brands of popcorn
- Method of cooking the popcorn samples (may have to be brought pre-cooked)
- Graphing materials
- cups

### Audio/Visual Equipment Needed:

- Computer access

### Lesson Outline/Activities:

Day 1: Today students will research a variety of popcorn websites (refer to the resources section for actual sites) Actual packages of popcorn will be available to observe. Students will be partnered up for this activity. They will be expected to give a class presentation on their findings. Items discussed will involve marketing—which companies were more consumer friendly—does packaging and advertising affect our purchases. Discuss competition in regards to advertising.

Day 2: Students are asked to brainstorm a list of criteria which would make “good” popcorn, for example: kernel type, color, # of unpopped kernels, taste. What is most important? Be sure to include many

popular brands—Redenbacher, Pop Secret, Magic Pop, Jiffy Pop, etc. Then let the taste test begin...provide students with a sample of selected brands and a Popcorn Evaluation sheet. Once test is completed, provide info. on price, figuring out cost per serving. Ask: Was the most expensive the best? Students will be cooperatively grouped to make visual aides to publish their findings for each product to show others the results of the comparison test.

Day 3: Student will conduct a market survey. A market survey is an activity in which researchers gather information about possible users of a product (in this case popcorn) based on age, sex, location, etc. Students will work to prepare a questionnaire to find out the most popular time to eat popcorn, the most popular place for popcorn, and favorite flavors. A survey will then be collected by questioning family members and friends. Each student will then graph their findings on a bar graph.

Day 4: As a culminating activity, students will sell popcorn to the student body. Decision will be made as to size of bags, price, and location (where would be best to set up popcorn stand).

**Resources:**

- Pop-Secret website available at: <http://www.eonline.com/Sponsored/PopSecret/?pslogo>
- Act II website available at: <http://www.actii.com/popcorner/hpp.jsp>
- Jolly Time Popcorn website available at: <http://jollytime.com/>
- Lesson Plan adapted from: <http://www.econedlink.org/lessons>

**Application/Assignment:**

Assignments involve graphing activities that are researched based. Report writing and oral presentations of information are included as well.

**Evaluation Plan:**

Assessment Activity: Students will come up with a plan to research another product in the same manner. Again, depending on the class, cooperative groups might work better. Whether or not to actually implement the plans will depend on the teacher.