

## Unit 4 Skills for Marketing

### Marketing Internship Project Worksheet

**Directions** Follow the steps below to help you organize your Marketing Internship Project.

#### Step 1 Research Financial Literacy Programs

Use the following table to compare components of two financial literacy programs that currently exist. Check the boxes or write comments for the criteria being compared.

Comparison Criteria	Program:	Program:
<b>1. Target Market (children, teens, adults)</b>		
<b>2. Topics included:</b>		
<b>a. earning money</b>		
<b>b. saving money</b>		
<b>c. budgeting/money management</b>		
<b>d checking accounts</b>		
<b>e. borrowing</b>		
<b>f. credit cards: interest &amp; debt</b>		
<b>3. Activity/Activities were:</b>		
<b>a. easy to follow</b>		
<b>b. age appropriate</b>		
<b>c. interesting</b>		
<b>d. fun to do</b>		
<b>e. interactive</b>		

#### Step 2 Test Your Ideas

Prepare a mock-up of your interactive Web site activity or activities to test on others in the target market. First give the participants a short quiz on the topic of your activity. Then have the participants do the task(s). After they complete the task(s), conduct an interview with them to get feedback. Some suggested questions for the interview are:

- A. What aspect of the task was easiest for you?
- B. What aspect of the task did you like the least?
- C. What suggestions do you have to make the task(s) more enjoyable?

After the interview, administer the test you gave the participants at the beginning of the research project to see if the task(s) were effective in teaching the concept(s) in your activity.