

Economics

COVID Weeks 7-10

Mr. Phillips

Please complete the following assignments for the next four weeks of the school closing:

Week 7: Marketing Re-Brand Activity

Week 8: Current Event (Economics Related)

Week 9: Centerville Activity Sheet

Week 10: Current Event (Economics Related)

If a student needs to submit work because they are in danger of not passing the course, please clearly label an envelope with the student name and Economics. The envelope can be placed in the library book return located at the district office on weekdays from 9-12p.

All of the above work is attached on the following pages. Please type or complete the current events on loose-leaf paper.

Please email me at _____ if you have any questions.

Marketing Strategy Worksheet

Name: _____

Period: _____

Directions: Complete the worksheet with your partner. Use an existing company and slogan to help you build your new look for the company.

Company: _____

Current Slogan:

New Slogan:

Why is this change significant?

Old Logo (Color Description is fine):

New Logo (Use the correct colors that you have chosen):

How will your new marketing campaign make money for the company?

Are you changing anything about the product that you are selling? Adding a new line?

Getting rid of some options? Improving on old options? Retro?

Who will be your new celebrity endorsement? Why do they fit this role?

What hole in the market are you filling that your competitor is leaving open?

Will this allow you to enter a new market? Or dominate an old one?



Economic Detective

The Future of Centerville

Problem

Centerville is a Midwestern town of about 25,000 people, about 50 miles from a large metropolitan area. Its government consists of a mayor and a town council. In recent years, Centerville has come upon hard times. Its population is dwindling, with many of its young people moving to the city where the job market is good. When a large shopping mall is built about five miles outside of town, local shops and businesses in downtown Centerville cannot compete and start to close.



Investigation 1

As businesses close and people move away, property values of commercial buildings and of homes have declined. Many of the buildings in Centerville are being abandoned.

1. How will this situation affect the tax base of Centerville? _____

2. What effects is the situation likely to have on the operating budget of Centerville? _____



Investigation 2

The Centerville mayor calls a special meeting of the town council to come up with ways to raise more revenue.

1. What are some options the town council might explore for increasing revenue? _____

2. Which options might they reject for fear of driving more people out of town or forcing more businesses to close? _____



Investigation 3

The mayor and town council decide that the long-term answer to Centerville's problems is to attract new businesses to the town. To jump-start the process, the town council uses some capital funds remaining from a renovation of police headquarters to buy an abandoned warehouse from a business that has moved to the city. By selling municipal bonds, the council hopes to fund a renovation of the warehouse into a town center and indoor mall with space for town offices and leasing space for several small businesses.

1. (a) If revenue is already a problem, how can the town spend money to buy a warehouse?

(b) How would the proposed indoor mall help attract small businesses? _____

2. How would new businesses help Centerville's revenue problem? _____

3. What are some tax incentives the mayor and town council could use to attract new businesses to Centerville? _____