



L.E.A.D. the Way 2006

Project information

Your Name:

[REDACTED]

Name of School:

[REDACTED]

School Address:

[REDACTED]

City, State, Zip:

[REDACTED]

Phone:

[REDACTED]

[REDACTED]

E-mail:

[REDACTED]

[REDACTED]

Title of Lesson:

Making Smart Consumer Decisions

- Name Brands vs. Generic Brands
- Unit Pricing

Grade Level(s):

Introduction to Business--Grades 9-12

Materials Needed:

Samples of 15-18 different *name brand* and *generic brand* products for each student/guest

Handout showing product names for each student/guest

Calculators--optional

Lesson Overview: The unit title is "Buying Goods and Services". Emphasis is placed on how consumers can make smart decisions when shopping. This lesson allows the students to see first hand that a *name brand product*, generally at a higher price, is not always the best choice.

Learning Objectives: There are several objectives to this lesson

1. To demonstrate that *name brands* are not always a better quality/buy than *generic* brand products
2. To teach how to calculate unit prices
3. To demonstrate how a consumer can save money by making wise consumer decisions
4. To promote the course and department by inviting administrators and counselor to participate in the testing

Procedures: Students, administrators, and counselors are invited to test/taste 15-18 different products including a name brand and a generic brand for each product. These products may vary each semester but the following are usually included: bottled water, toilet tissue, face tissues, peanuts, potato chips, jelly beans, aluminum foil, greeting cards, cereal, marshmallows, cellophane tape, hand lotion. (see attachment)

Before class, the products are randomly marked A or B. Each individual is given a handout to mark which product is a name brand or a generic brand. The next class period, students learn to calculate the unit price for the items. After the prices have been calculated the students grade their handout to learn how many products were scored correctly. Guest score sheets are graded and returned. The final part of the activity is a class discussion on the following:

- Name brand products are not always the best buy
- Generic brand products are not always cheaper
- In addition to the cost, HOW the product is to be used should be considered when deciding between name brands and generic brands

Method of Evaluation (if applicable, please include the answer key on a separate sheet of paper):

This activity is recorded as a participation grade. Generally, this activity results in all students eagerly participating.

Options and variations of lesson (optional): There is a cost to this lesson. Students are given the option to help pay by donating items or donating money.

Relevance to NBEA or NCTM Standards (see Educator Resources at www.oscpa.com):

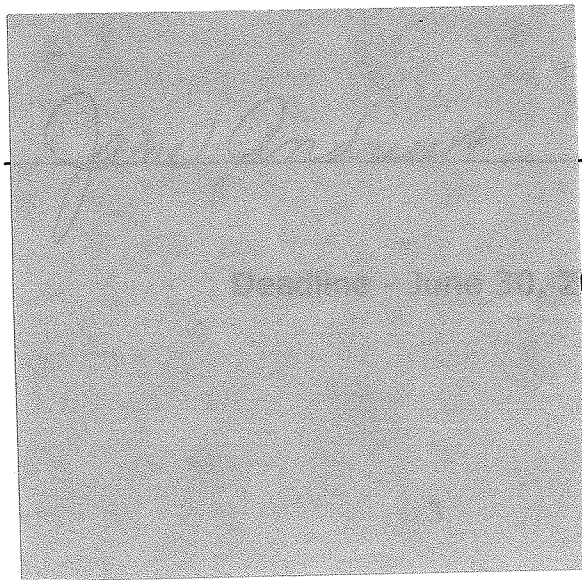
This lesson fall into the Business Education Standards category, Personal Finance—I. Personal Decision Making and V. Buying Goods and Services

Skills students will gain: Students will learn how to determine unit prices for products, to possibly save money by using generic brand products, and the importance of comparison shopping. They will learn that price, quality and features should all be considered when making wise consumer decisions.

Educator's Statement of Understanding

I fully understand that I am participating in a competitive process and that my application does not guarantee an award. I understand that by submitting, I authorize the OSCP A to post my lesson plan on the OSCP A Web site (www.oscpa.com). I also authorize the OSCP A communications department to use my name and likeness in any and all materials to publicize this event and the OSCP A's educational endeavors. I also certify that all submitted materials are my own original materials.

Signature



Date June 12, 2006

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Name Brands vs. Generic Brands

Name _____

Write the word Name by the appropriate letter to identify the product as a name brand or the work Generic to identify the product as a generic item.

1) Product Cola

A _____

Brand Name Cost (CocaCola) \$.545 per liter

Generic Brand Cost \$.333 per liter B _____

5) Product Green Beans

A _____

Brand Name Cost (DelMonte) \$.87 for 14 oz

Generic Brand Cost \$.50 for 14 oz. B _____

2) Product Toilet Tissue

A _____

Brand Name Cost (Charmin) \$.79 per roll

Generic Brand Cost \$.25 per roll B _____

6) Product Jelly Beans

A _____

Brand Name Cost (Brach's) \$.068 per oz.

Generic Brand Cost \$.055 per oz. B _____

3) Product Tissues

A _____

Brand Name Cost (Kleenex) \$.006 per sheet

Generic Brand Cost \$.004 per sheet B _____

7) Product Jeans

A _____

Brand Name Cost (Levi's) \$ 29.95

Generic Brand Cost \$ 10.98 B _____

4) Product Cereal

A _____

Brand Name Cost (Kellogg's Raisin Bran) \$ 2.54 for 20 oz.

Generic Brand Cost \$ 1.97 for 20 oz. B _____

8) Product Marshmallows

A _____

Brand Name Cost (Kraft) \$.092 per oz

Generic Brand Cost \$.083 per oz. B _____

9) Product Greeting Card

A _____

Brand Name Cost (Hallmark) \$2.95

Generic Brand Cost \$.50 B _____

14) Product Cellophane Tape

A _____

Brand Name Cost (3M-Scotch Tape) \$.02 per ft.

Generic Brand Cost \$.004 per ft. B _____

10) Product Vanilla Wafer

A _____

Brand Name Cost (Nabisco) \$.29 per oz.

Generic Brand Cost \$.083 per oz. B _____

15) Product Aluminum Foil

A _____

Brand Name Cost (Reynolds) \$.04 per ft.

Generic Brand Cost \$.02 per ft. B _____

11) Product Dill Pickles

A _____

Brand Name Cost (Mastic) \$.14 per oz.

Generic Brand Cost \$.042 per oz. B _____

16) Product Potato Chips

A _____

Brand Name Cost (Ruffles) \$.27 per oz.

Generic Brand Cost \$.143 per oz. B _____

12) Product Crackers

A _____

Brand Name Cost (Sunshine Krispy) \$.16 per oz.

Generic Brand Cost \$.09 per oz. B _____

17) Product Water

A _____

Brand Name Cost (Evian) \$.05 per oz.

Generic Brand Cost \$.009 per oz. B _____

13) Product Peanuts

A _____

Brand Name Cost (Planters) \$.141 per oz.

Generic Brand Cost \$.124 per oz. B _____

18) Product Hand Lotion

A _____

Brand Name Cost (Vaseline Intensive Care) \$.299 per oz.

Generic Brand Cost \$.05 per oz. B _____