

# Marketing Bell Ringers

## Instructions & Information



***What is a Bell Ringer?*** Bell ringers are prompts that you can display at the start of class while your students filter in, allowing you to attend to administrative tasks, such as taking attendance or addressing student questions. They serve as a means to engage your class, and focus their minds on topics relevant to your course.

### Items included in Sample:

- 15 Bell Ringer Prompts in PDF
- Student response form in PDF



***\*\* Full version with purchase includes 85+ prompts, fully editable content and teacher response tracking sheet***

### How to use:

1. Before class begins, select a prompt, and display it at the front of the class or post it to your Learning Management System (LMS) where all students can access it.
2. Allocate 5-10 minutes for students to respond to the prompt in a format that suits you. This can be done physically in notebooks, on the provided response form, or digitally through your LMS.
3. Once everyone has settled into class, initiate a class discussion based on their responses to the prompt.
4. Optional: Grading/Tracking of responses. Bell Ringers are designed as formative assessments and can be graded based on completion or used for bonus points at the end of the semester.

**Need More Help?** Contact your Mujo representative or email questions to [admin@mujo.com](mailto:admin@mujo.com)



# Marketing Bell Ringers

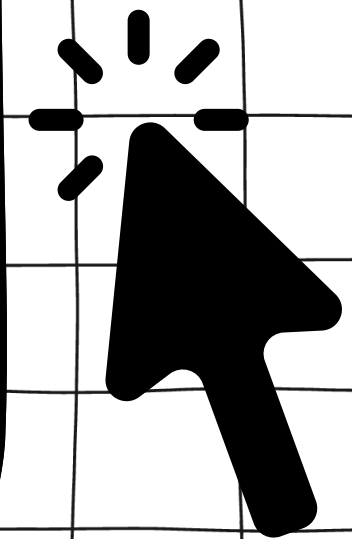
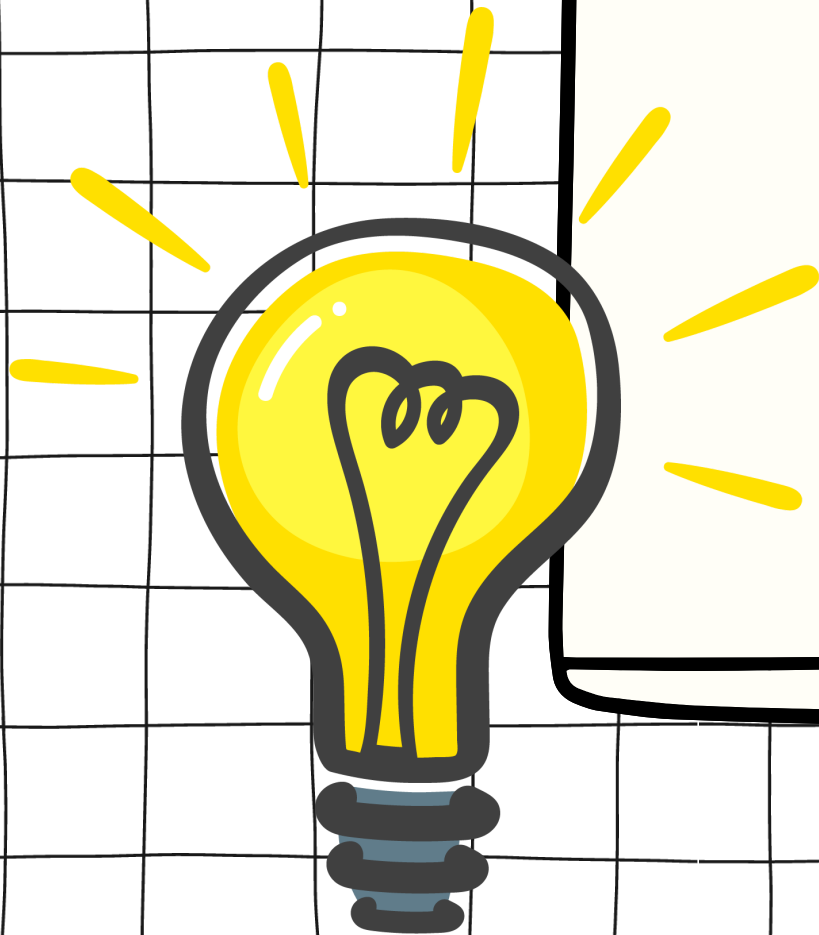
Student Responses



Name:	Class/Period:
Date:	Title:
Date:	Title:
Date:	Title:
Date:	Title:
Date:	Title:

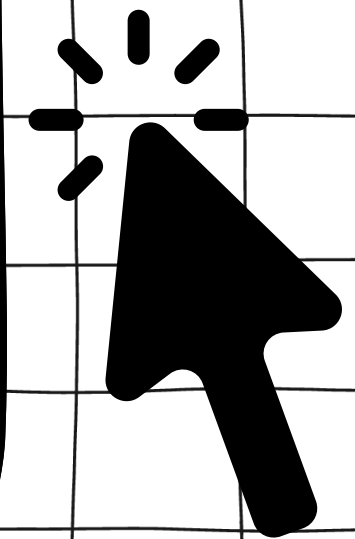
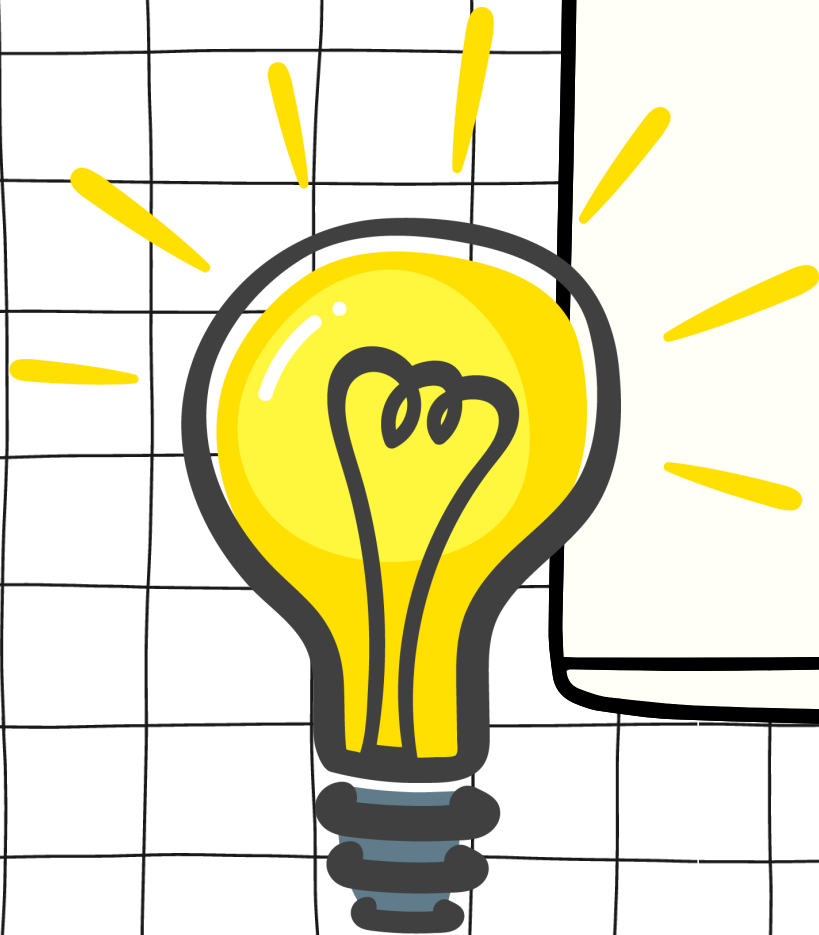
# Influencer Marketing

**Do you follow any influencers on  
social media? Why or why not?**



## Analytic Acronyms

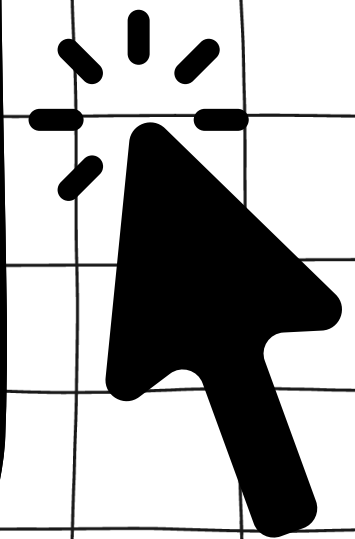
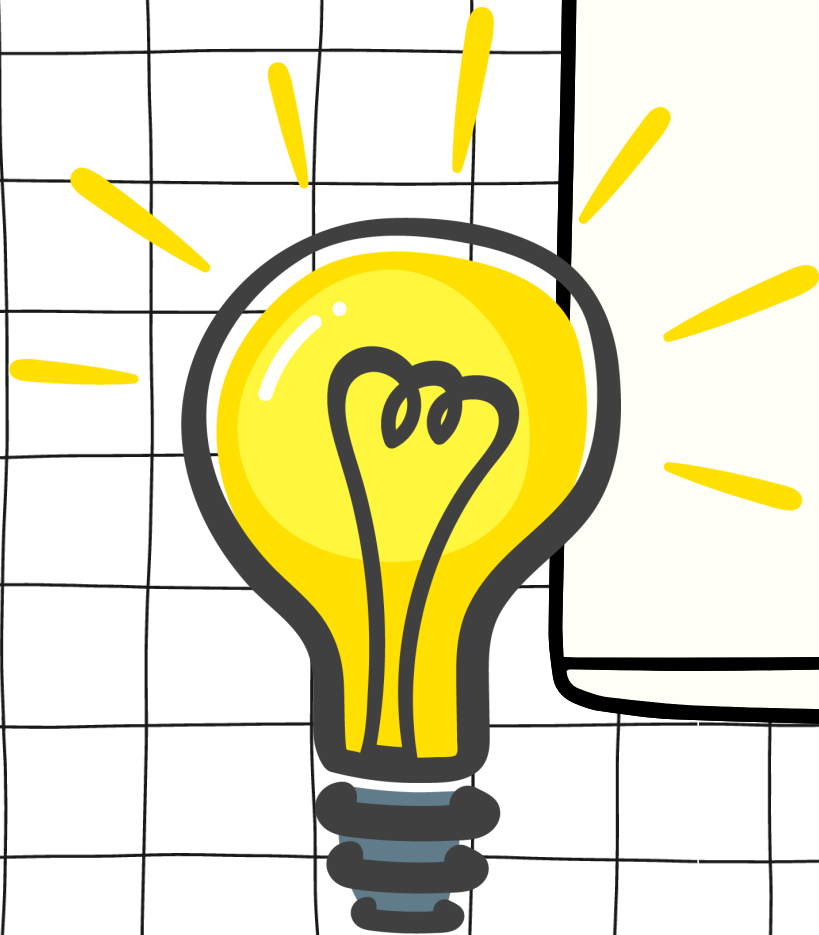
**Write down (or make guesses)  
what each acronym stands for in  
marketing analytics: KPI, SEO,  
PPC**



# Brand Colors

**List the first emotions you associate with each color: Black, Red, Pink, Green, Yellow.**

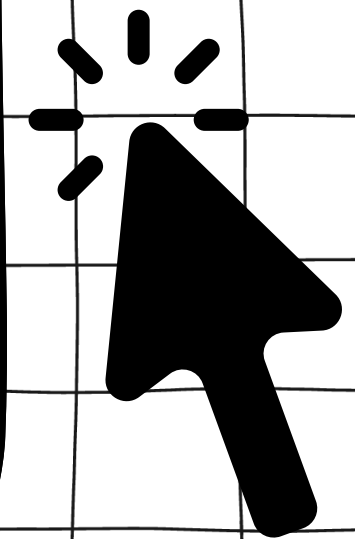
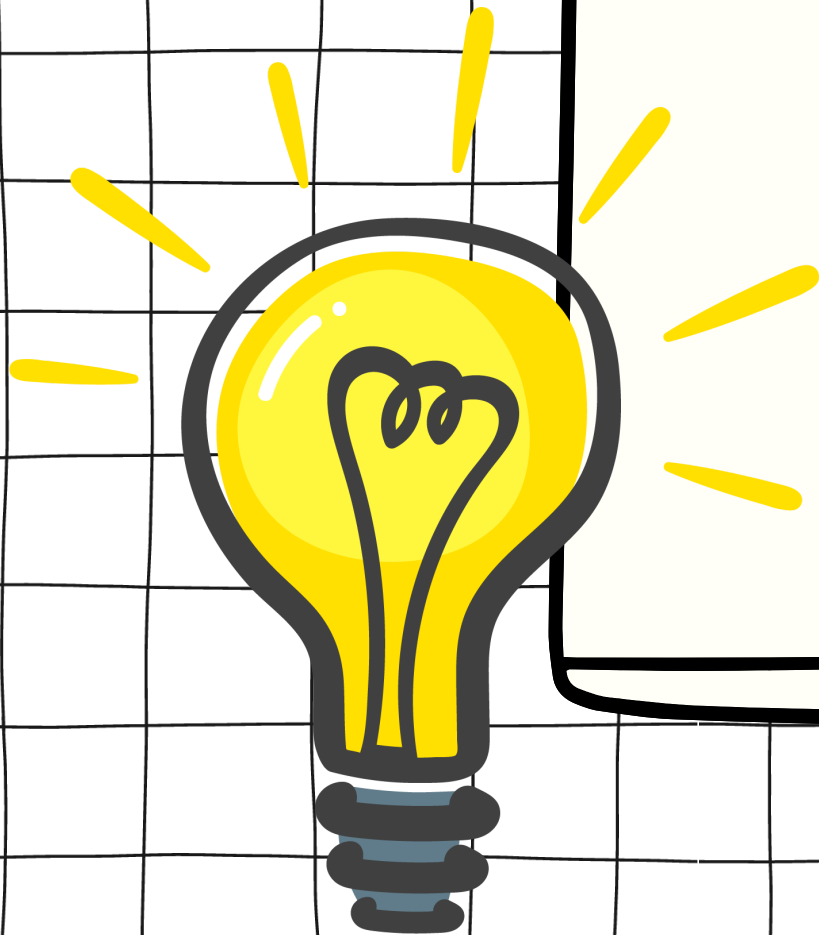
**Do you think the color a brand associates with matters?**



# Brand Logo

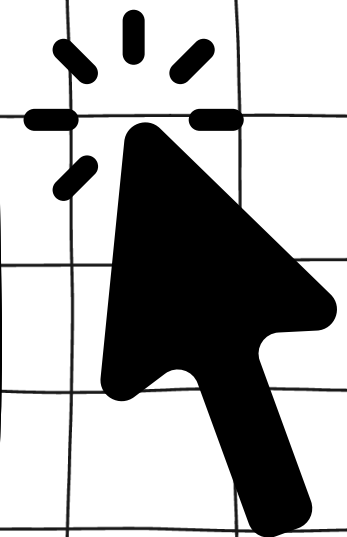
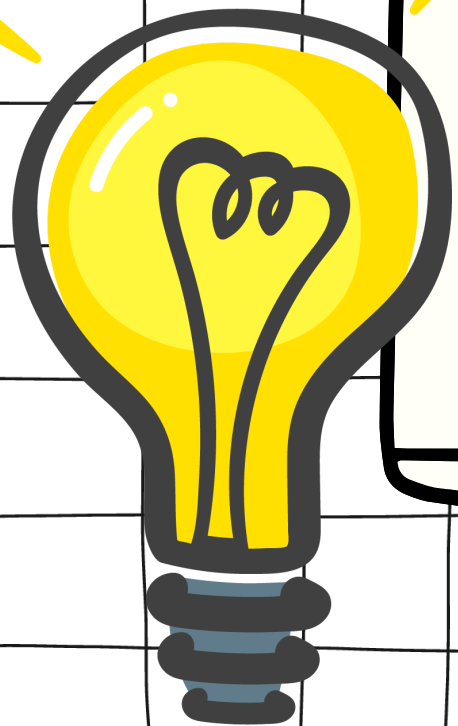
**What are the first 5 brand logos  
that pop into your mind when  
you think of CLOTHING.**

**Why do you think those ones  
appeared first?**



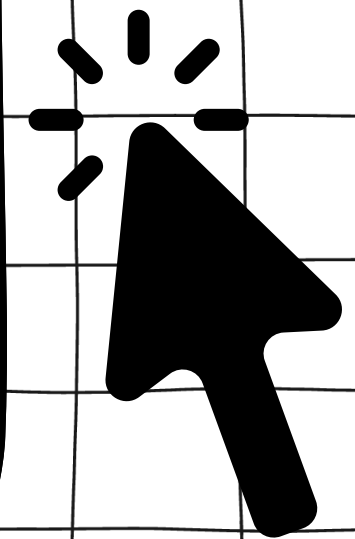
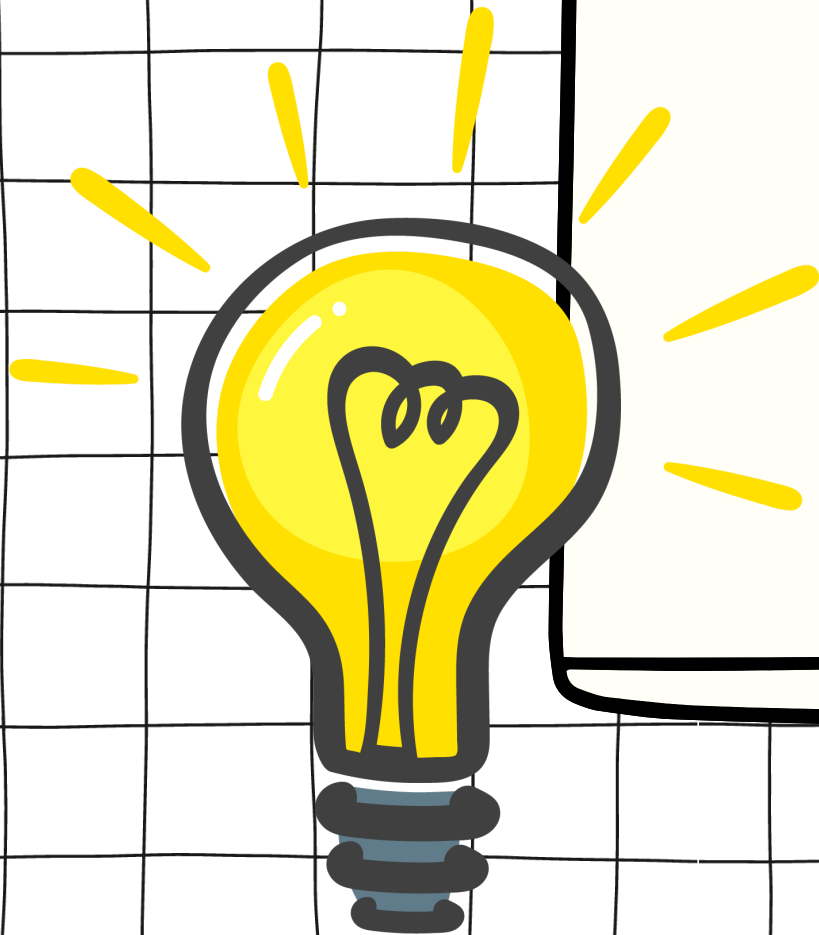
# Chatbots

**Have you ever utilized a chatbot  
function on a sales website?  
What was it like? Did you find it  
helpful, or not?**



# CTA

**List some words that signify a  
Call to Action (CTA)**

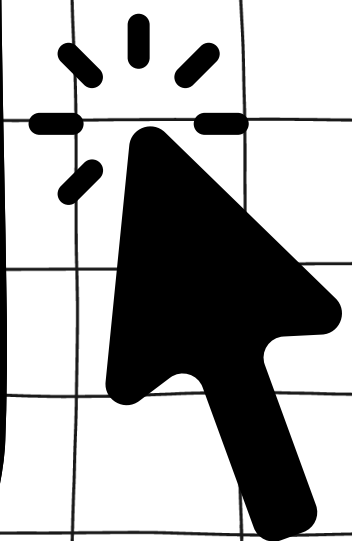
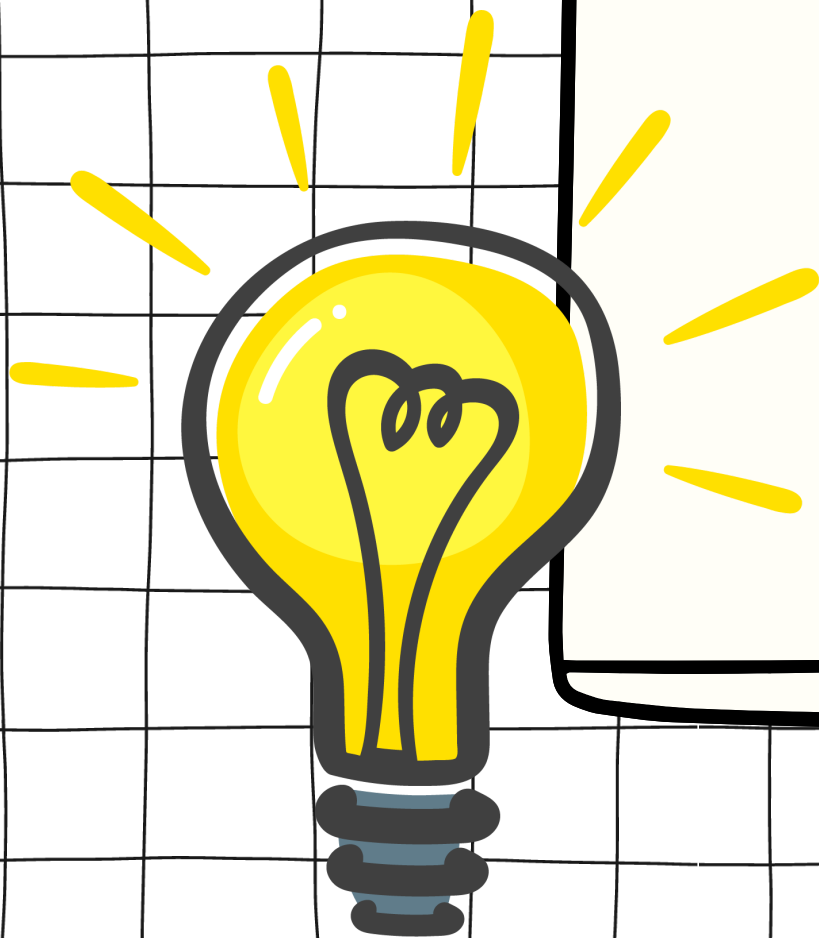




# Customer Profile (b)

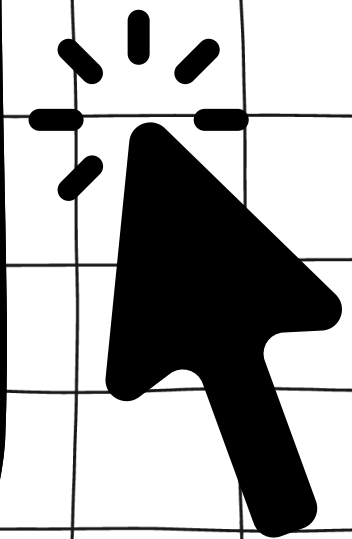
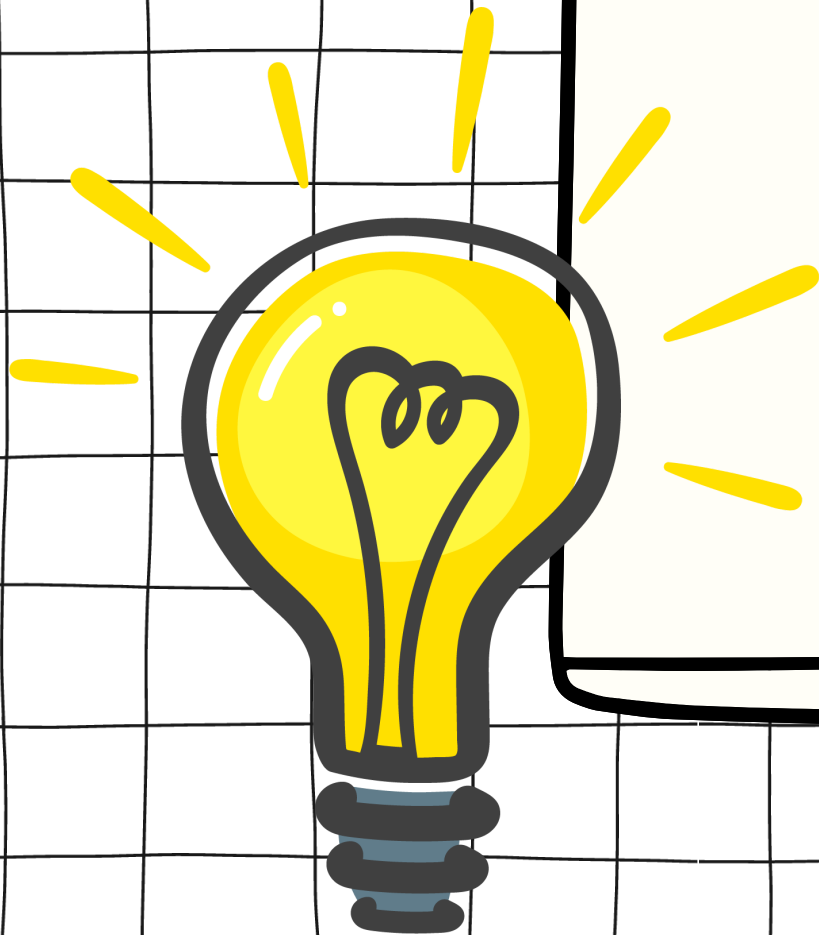
**Create a customer profile based  
on SOMEONE YOU KNOW.**

**Describe them in terms of age,  
income level, geographic  
location, values, and attitudes.**



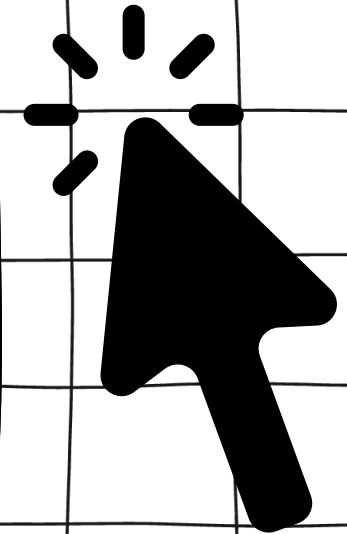
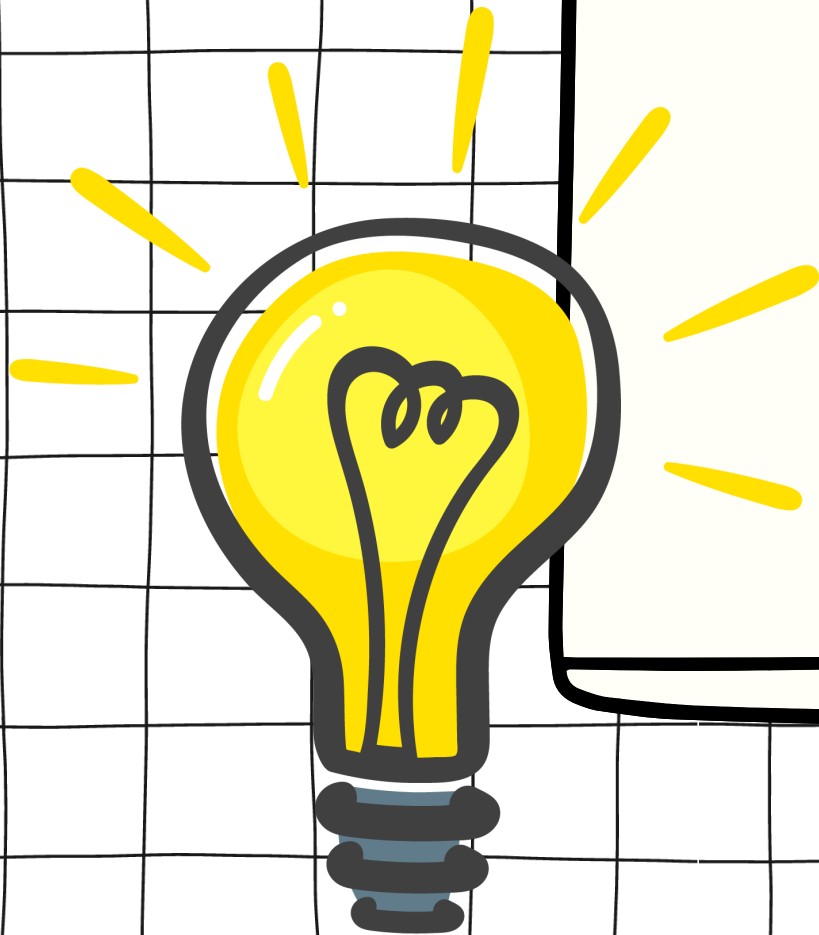
# Dream Job

**Goals change over time, but what is your dream job currently? Describe it, and explain why it is a dream job.**



# Employability

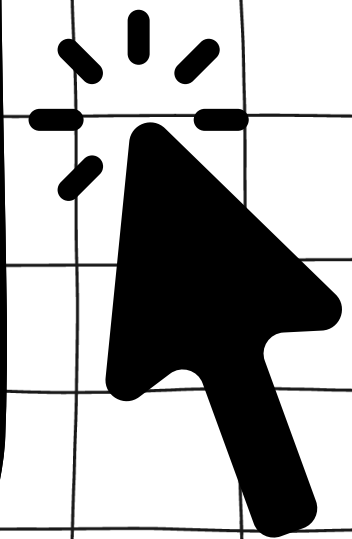
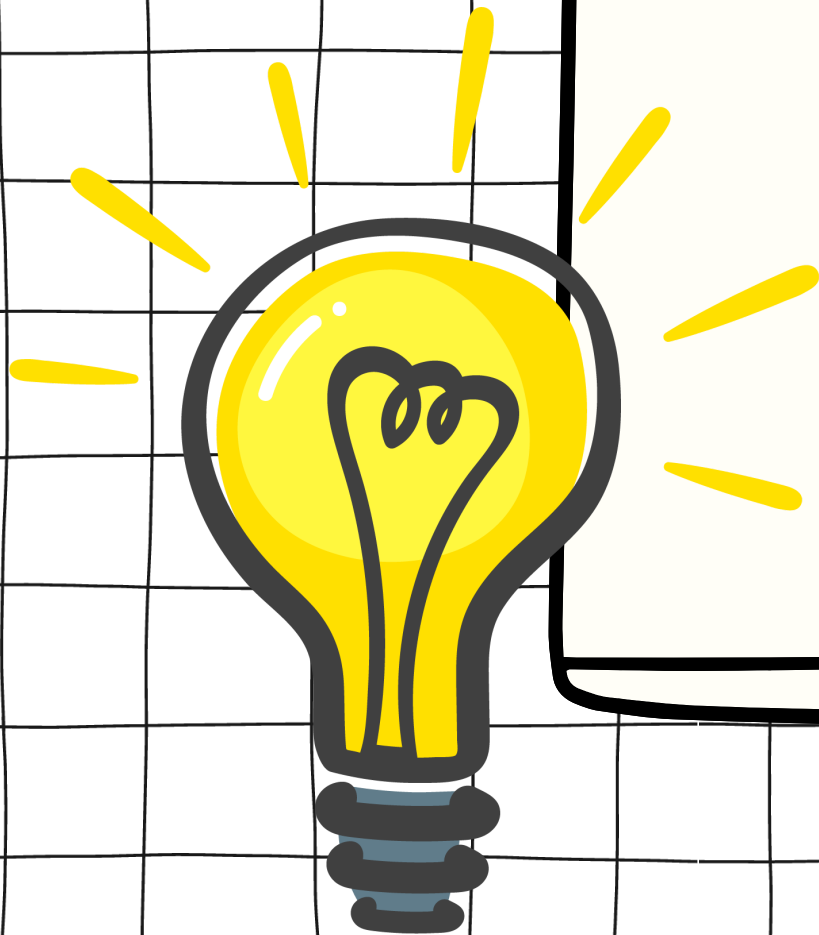
**What are some personality traits or skills that you have that will make you a good employee?**



## Features & Benefits

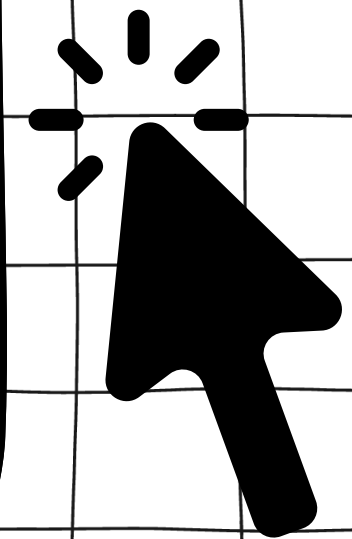
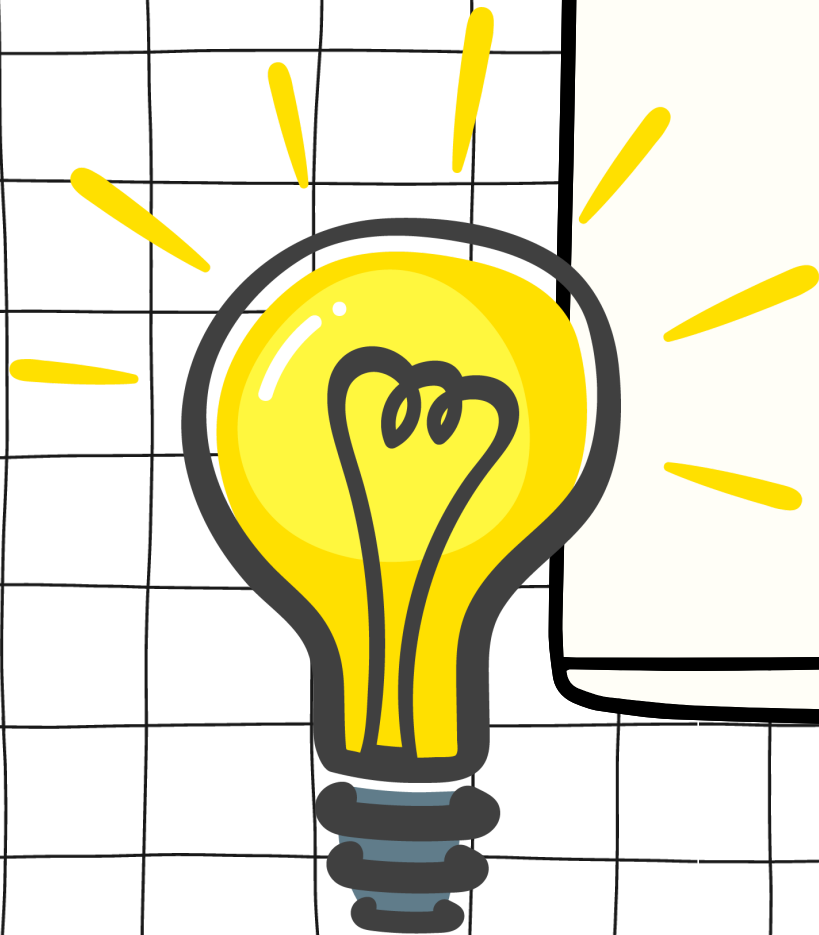
Give an example of a feature and a benefit of each of the following products:

- ball point pen
- Yeti water bottle
- Ugg Boots



# Instagram Promotions

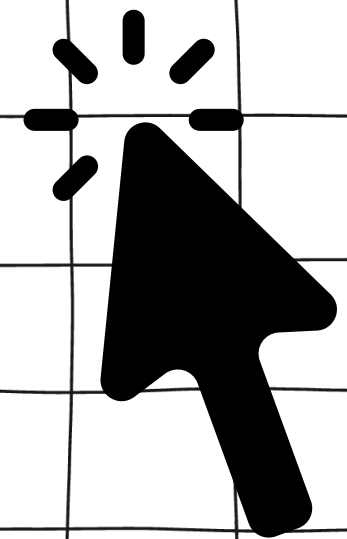
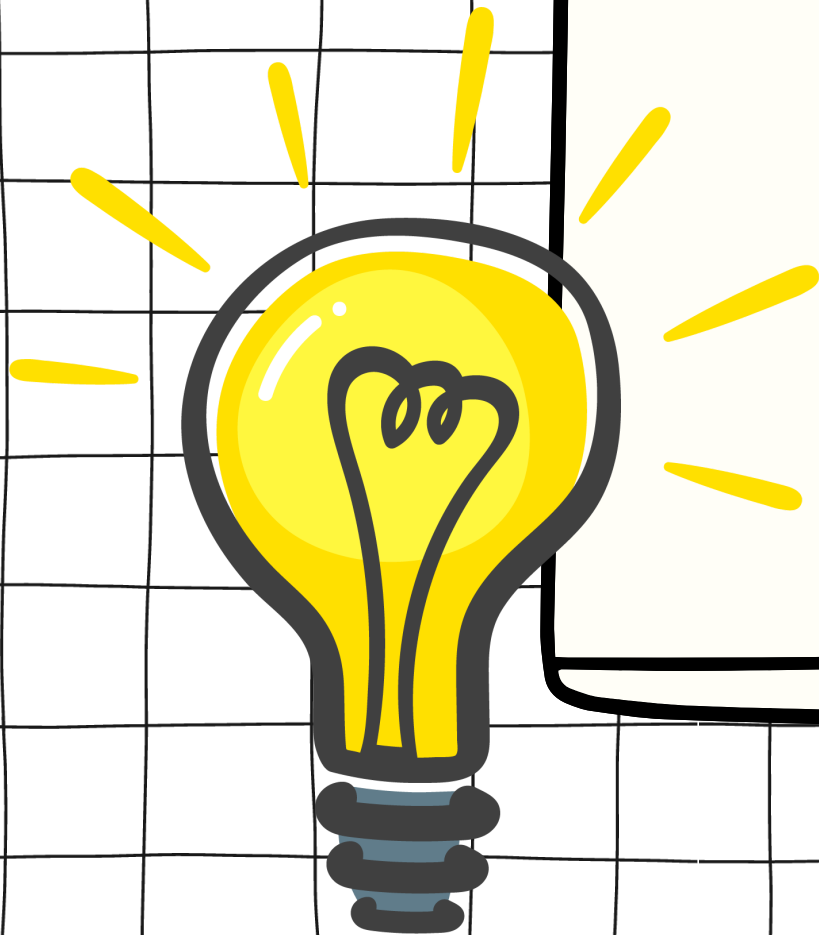
**Have you ever purchased a product you originally saw promoted on Instagram? Why or why not?**



# Your Brands

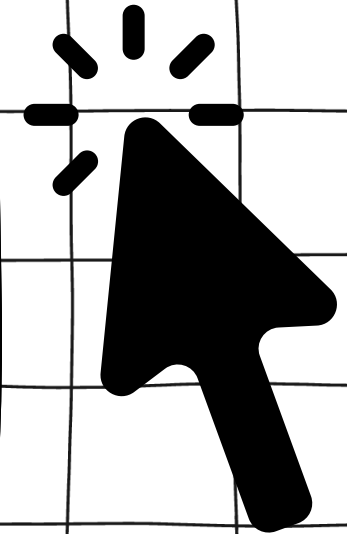
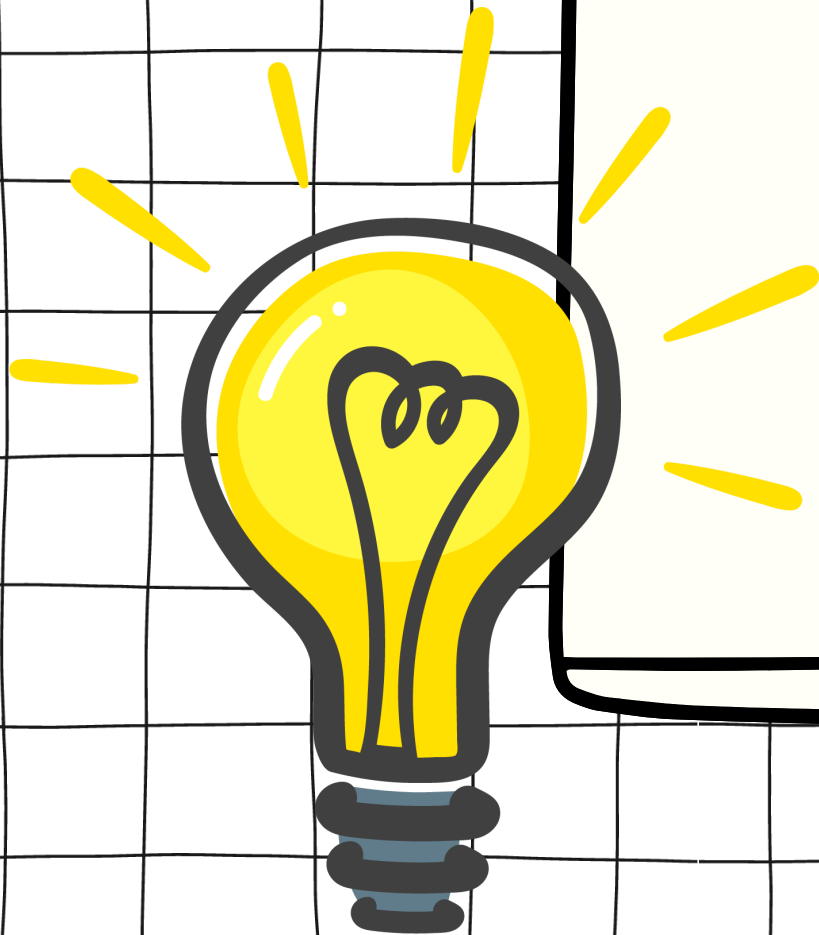
List some brands/products that falls under each category for you personally

- Interested
- Committed/Engaged
- Invested/Regular



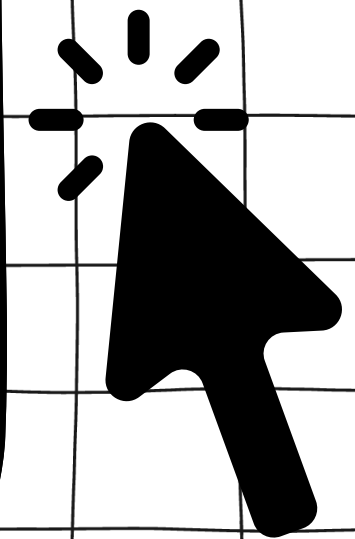
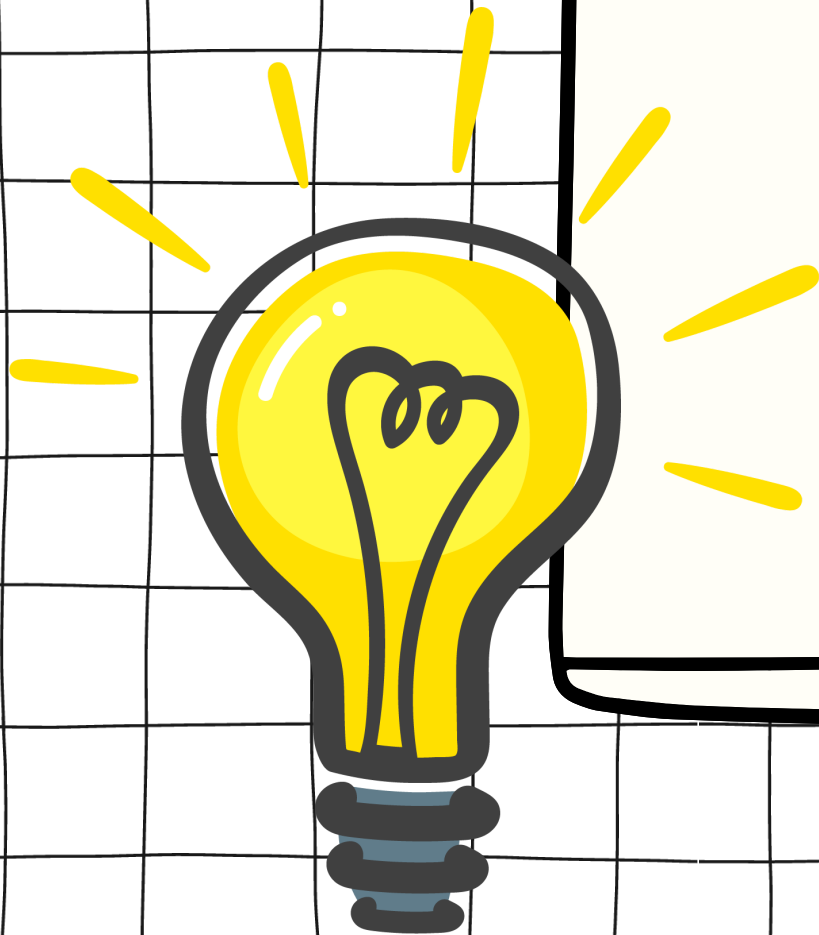
## **Interview Questions (a)**

**In a job interview, should you  
talk about your personal hobbies  
and interests, if they are  
unrelated to the position or  
company you are applying to?  
Explain.**



# Niche

**What is a "niche"? Give an example of a niche market and a product that would be well suited to that market.**





## Mail Advertisements

**What companies can you think of  
that still mail out flyers or  
catalogues. Why do you think  
they do that?**

