

## **CALE-JR-MM-OFFSITE LEARNING PACKET-DAY 3**

### **20 POINTS**

Instructor John Cale  
Program/Class MM - Seniors

#### **State Indicator/Competency:**

10.6.1 Generate ideas for new products and services using innovation skills, creative-thinking techniques, and crowdsourcing.

#### **Instructional Objective(s):**

This lesson focuses on product planning and development

#### **Materials:**

Attached

#### **Method of Instruction:**

Critical Thinking

#### **Activities:**

Students will complete the table by identifying well-known products and then apply critical thinking to identify expansion and modification options.

#### **Assessment:**

Students will submit their completed responses

### **INSTRUCTIONS - PLACE THE FOLLOWING TITLE ON EVERY WRITTEN ASSIGNMENT YOU COMPLETE:**

- **CALE-STUDENT NAME-"OFFSITE LEARNING PACKET  
DAY # \_\_\_ 1,2,3,4 ETC**

**ALL ASSIGNMENTS WILL BE GIVEN A DAILY # GRADE IN  
GRADEBOOK...BEGINNING WITH DAY 1**

### Product Planning

In the first column below, list five well-known products. In the second column, describe a possible product expansion. In the third column, suggest a possible product modification

<b>PRODUCT</b>	<b>PRODUCT EXPANSION</b>	<b>PRODUCT MODIFICATION</b>
<i>Example: Coca-Cola</i>	<i>Cherry, Vanilla</i>	<i>Zero Sugar, Life, Caffeine Free</i>