



Marketing Director: Understanding Reconstruction

Adventure Description:

In this adventure, students will create a marketing plan for a new museum exhibit on Reconstruction.

Activity

Step 1: Background on Reconstruction (5 minutes)

- Show [Video: Reconstruction](#).
- As a class, discuss how the Reconstruction Era was a time when the United States was rebuilding and recovering from the Civil War. Discuss how the United States had to rebuild because large areas of the South were destroyed after the Civil War. For example, many cities, railroads, bridges, roads, buildings and homes were damaged.
- Ask students why they think the government wanted to help rebuild the South (e.g., the government wanted to bring the nation back together as quickly as possible, the South needed a lot of help to rebuild).

Step 2: Activity Set Up (5 minutes)

- Explain to students that they will imagine they are marketing directors who are creating a marketing plan for an exhibit on Reconstruction. The goal of the exhibit is to teach people how Reconstruction impacted many groups of people, especially African Americans.
- Next, discuss how a marketing plan is a document with a list of steps. The steps talk about how a company will advertise their product and get people excited to buy a product it. Show [Handout: What is a Marketing Plan?](#)
- Ask students why marketing directors create marketing plans when new museum exhibits open.
- Provide students with [Handout: Steps to Create a Marketing Plan](#). As a class, read through the steps.

Step 3: Creating a Marketing Plan (30+ minutes)

- Divide students into groups of 4.
- Provide each group with [Handout: Information on Reconstruction](#). Explain to students that they will read through the sources in the first step.
- Provide students with art supplies and optional [Handout: Marketing Templates](#).
- After students read through the sources, they will complete 2-4.
- Teacher note: if students choose to make a commercial, you can have them record their commercial on tablets. As students are working, discuss the following:
 - What was the purpose of Reconstruction?
 - Why is it important that we study the reconstruction period today?

Step 4: Presenting Marketing Plan (15+ minutes)

- Explain to students that they will now complete step 4, presenting their marketing plan.
- Have two groups volunteer to present their marketing plans to the rest of the class. The rest of the class will provide feedback on others' plans. Provide students with [Handout: Providing Feedback on Marketing Plans](#).

Please contact Allison Bischoff, Director of Customer Service, at allison@rozzylearningcompany.com or 314-272-2560 with questions.

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- Once a group has finished their presentation, give the students that are providing feedback a few minutes to write down any notes about the presentation.
- Encourage students to use the “sandwich method” of feedback, where they plan to give one compliment, one piece of constructive criticism, then one compliment.
- Ask students to share their feedback with the presenters.
- Have a concluding discussion about the following:
 - How can a marketing plan be used to help interest people in American history?
 - How might the experiences of different groups during a specific historical period help modern-day people to understand current events?
 - What can we learn about Reconstruction in designing a marketing plan?

Materials List

Provided online:

- Video: Reconstruction
- Handout: What is a Marketing Plan?
- Handout: Steps to Create a Marketing Plan
- Handout: Information on Reconstruction
- Handout: Marketing Templates
- Handout: Providing Feedback on Marketing Plans

Not Provided Online:

- Assortment of art supplies
- Optional: tablet or smartphone

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