Mad Men

1. Number students off into 4 groups:

**Marketing Director:** Sales teams are not allowed to interact with the Audience, EXCEPT for the Marketing Director. It is your job to determine your Target Audience’s interests, preferences, and spending habits, and to use that information to guide your sales team.

**Salesperson:** It is your job to determine which item in the room to try to sell to your Target Audience. You can change your mind at any time, but consider how much time it will take to rework your plan. Work with the Marketing Director and Mole to come up with a clever sales pitch that will convince your Target Audience they simply MUST have your item.

**Mole:** Sales teams are not allowed to interact with each other, EXCEPT for Moles. Your job is to try to find out what other teams are selling and what tactics they’re using so that you can make sure your sales pitch is more convincing. You may also share what you’ve learned about the audience to help each other. Moles may lie, but think about whether it will be to your advantage.

**Audience:** It is your job to select which item to buy or not to buy at all. You will need to determine your age, gender, marital status, relative wealth, and spending habits. You can all be the same, or you can be different. Whatever you decide, you must be consistent and stay in character. Think about what your character would buy or be susceptible to buying if the sales pitch was convincing. If you’re asked a question by the Marketing Director, answer how you think your character would genuinely respond (including attempts to haggle for a better deal).

2. One sales team consists of a Marketing Director, a Salesperson, and a Mole, so students in these first 3 groups need to make a team.

3. Sales teams will have 15 minutes to come up with their sales pitch using all information they have available to them.

4. The audience will ask the sales teams to present their pitches in whichever order they decide.

5. The audience will determine which team had the most convincing pitch, state why, and explain what kinds of tactics were used.