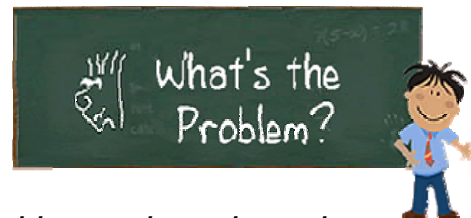


# Teacher Instructions:



**Problem Scenario:** “*The Great Pumpkin Patch*”

**The Main Problem:** *You are the owner of a large pumpkin patch and you hope to expand business by turning your farm into a “family destination” during the Fall season. What attractions will you offer to fit the theme (and keep costs reasonable), and how will you spread the word about your new venture?*

Your students will be viewing this problem from an **integrated** perspective.



**How can a pumpkin farm become a “Family Destination”?**

*Students will review a commercial and brochure advertising pumpkin patches that attract tourists. They will also learn how to make 30-second radio spots to get the word out about their pumpkin patch.*

## Step ①

**Review  
Stimulus  
Items**

**Stimulus Item #1 — Pumpkin Patch Commercial (video)**

**Stimulus Item #2— Pumpkin Patch—Tourist Map**

**Stimulus Item #3— “How to create a 30-second radio spot”**

*A low-readability option has been provided so students in lower grades can participate in this problem scenario*

**ALTERNATE Stimulus for Lower Grades —  
“Pumpkin Patch Flyer”**

*\*\*Students should take notes as they review the Stimulus Items*

## Step ②

**Classroom  
Discussion**

Lead a **class discussion** about issues related to the topic. You are being provided a sheet to help you guide the classroom discussion.

**Extended Responses:** Have students answer the following questions. Remind students to use information from the Stimulus Items to support their response.

## Step ③

**Student  
Response**

*\*\*\*students should have access to their notes as they enter their answers*

*\*\*\*students may also have access to the Stimulus Items as they enter their answers*

1. **What main attractions will you add to your pumpkin farm to make it a “family destination”? Why are these appropriate choices?**
2. **Write a 30-second radio spot to advertise your pumpkin patch as a place for families to visit (anywhere from 100 to 150 words). This will be played on local stations from late September through October.**

**EXTENDED PRODUCT (Optional):** Divide students into small groups, and have each group **create an entire marketing plan** to turn the pumpkin patch into a “family destination.” The groups will have to decide on the target audience they are trying to reach, the best way to reach them (*TV commercials, radio spots, flyers, brochures, etc.*), and the message they want to deliver. The groups can then **design a flyer, create a brochure, or even write the script for a TV commercial** keeping these factors in mind.

## Step ④

**Analysis**

Rubrics to grade student entries have been provided, and all questions have been mapped to the content standards.