



Questions for Classroom Discussion

The Great Pumpkin Patch

- **What must a pumpkin patch consider as it tries to attract families to visit during the Fall season?**
 - ⇒ Consider the main themes of the attraction (Fall, Halloween, pumpkins, etc.), and what can be offered to get people excited about those themes
 - ⇒ Consider the target audience—families—and what they might like to do together as a family (usually things that will entertain young children... at a low price)
 - ⇒ Consider the main attraction—pumpkins—and what activities might revolve around that (pumpkin picking, pumpkin carving, pumpkin contests, pumpkin pies and baked goods, etc.)

- **What attractions are reasonable—and what attractions are NOT reasonable—for a pumpkin patch to have for its visitors?**
 - ⇒ Consider the main factors that determine a “good” attraction—cost, audience, safety, theme, labor, space, and so on
 - ⇒ Consider the “usual” attractions of a pumpkin patch, such as pumpkin picking, hay rides, corn mazes, haunted trails, petting zoos, sing-a-longs, etc., and why these are so common
 - ⇒ Consider attractions that may be impractical for a “pumpkin patch”, such as roller coasters, loud concerts, water slides (remember, it’s during the Fall season), and so on

- **What is the target audience that would be interested in visiting a pumpkin patch, and what is the best way to reach that audience?**
 - ⇒ Consider who will be most be interested in coming (families and large groups with children), and how that audience will determine the best way to advertise the pumpkin patch
 - ⇒ Consider possible forms of media to deliver your message: radio spots, TV commercials, brochures, flyers, etc.
 - ⇒ Consider the central message of your advertising campaign, and how that should always be essential in your format choice and ad design