

Business & Marketing Educator Toolkit

Quick-Engage Bellringers, Games, Classroom Management & EdTech Strategies



1. Quick-Engage Prompts, Jokes & Fun Facts

Short writing prompts and daily humor reset student focus, foster a positive classroom environment, and introduce business concepts without feeling overwhelming.

Daily Jokes & Fun Facts Warmups

Starting class with a funny joke, industry trivia, or surprising business fact breaks the ice and gets students talking immediately.

- **Resource Spotlight:** Use [WeAreTeachers](https://www.weareteachers.com/) to find school-appropriate daily jokes, trivia questions, and engaging brain breaks.
- **Student-Led Humor:** Have a "Joke of the Day" board where students can submit clean business or general jokes for extra participation credit.

Thought-Provoking Journal Prompts

- **The Bad Product Pitch:** What is a product that doesn't exist, but if invented, would instantly make someone a billionaire?
- **Rebranding Challenge:** Rename your favorite snack food to make it sound like a high-end luxury item.
- **Ethical Dilemma:** If a company accidentally sends you two items instead of one, what

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factors influence your decision to return or keep it?

- **Marketing Slogan Swap:** Write a funny tagline for a mundane object (e.g., a single paperclip or a broken shoe).
- **Current Events Hot Take:** What is one app or trend you think will completely disappear in five years? Why?

Where to find additional resources: [WeAreTeachers Website](#), daily trivia calendars, and CTE business teacher blogs.

2. Secondary Student Classroom Jobs & Job Branding

Classroom jobs aren't just for elementary school! Delegating operational tasks to secondary students instills real-world responsibility, workplace skills, and saves valuable instruction time.

Job Title	Responsibilities & Business Connection
Tech Facilitator / AV Manager	Manages room setup, connects cables, troubleshoots AV, and manages Chromebook carts.
Operations & Supply Specialist	Monitors inventory of markers, paper, and supplies; maintains classroom organization systems.
Timekeeper & Meeting Host	Keeps the class on track during timed activities, group presentations, and brain breaks.
Marketing & Bulletin Lead	Updates bulletin boards, highlights student work, and promotes FBLA / DECA events.
Executive Assistant / Attendance Liaison	Ensures absent students receive handouts and catch-up folders upon return.

Extension Activity: Job Branding & Logo Design Project

Turn classroom jobs into a marketing project! Have students design a professional logo, icon, or character mascot to represent their designated role.

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- **Design Platforms:** Students can use Canva, Adobe Express, or district-approved AI generators (e.g., Magic Media, Bing Image Creator) if permitted by school technology guidelines.
- **Classroom Application:** Print student-designed logos as desk badges or display them on the classroom job board.

3. Interactive Games & Brain Breaks

Silly Games Presentation & Icebreakers

Incorporate lighthearted icebreakers and spontaneous pitch games to get students comfortable with public speaking and creative thinking.

- **Silly Games Deck:** View and present the [Silly Games Presentation Template on Canva](#) for quick, ready-to-play classroom activities.

Snowball Fight Review (High Energy, Zero Prep)

1. Give each student a blank piece of paper to write down one review question or key vocabulary term.
2. Students crumple the paper into a "snowball."
3. On signal, students throw their snowballs across the room for 15–20 seconds.
4. Each student picks up a snowball, uncrumples it, and either answers the question in groups or presents it to the class.

Jeopardy Review Game

Divide the class into competing corporate teams prior to exams, allowing them to elect team captains and strategize wager points.

4. Board Games, Strategy & Digital Daily Warmups

- **Monopoly / Game of Life / Cashflow:** Hands-on simulation for Accounting, Economics, and Personal Finance classes to demonstrate cash flow, budgeting, investments, tax concepts, and risk management.
- **Strategy Board & Card Games:** Teaches negotiation, resource allocation, and market strategy (e.g., Catan, Pit, or stock market simulation games).
- **New York Times Daily Games:** Utilize games like Wordle, Connections, and Strands as 3-minute warmups to practice logic, pattern recognition, and focus.
- **Business Word Boggle:** Challenge students to find business and marketing terms using letter grids on the board.

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5. Student Rewards: Stickers & Digital Badges

Never underestimate middle and high schoolers' motivation when offered tangible or digital micro-recognition!

- **Water Bottle & Laptop Stickers:** Award funny, business-themed, or motivational stickers for top scores, outstanding teamwork, or winning review games.
- **Earned Digital Badges:** Issue digital badges via Canvas, Schoology, or Google Classroom for achievements like "Excel Master," "Pitch Champion," or "Financial Literacy Guru."

6. Essential EdTech Platforms & Curricular Resources

Platform / Resource	Classroom Application & Key Highlights
Federal Reserve Education (New York Fed)	Free educational comic book series and lesson plans on basic economics, monetary policy, and personal finance. Educators can order free printed classroom sets mailed directly to their school. <i>Resource Link:</i> Federal Reserve for Education New York Fed Educational Comic Books
EVERFI Financial Literacy	Free digital, standards-aligned lessons for middle and high school covering financial literacy, budgeting, credit, investments, taxes, and career readiness. <i>Resource Link:</i> EVERFI High School Financial Literacy Course
Empowered Hub	No-cost teacher-proven library with 180+ hands-on activities, Activity Creator AI, start-up kits, and tools to foster an entrepreneurial mindset. <i>Resource Link:</i> Empowered Hub Teacher Resources
Brisk AI	Chrome extension to quickly adjust reading levels of business articles, generate quiz questions, write lesson plans, and provide direct feedback on student writing.
Breakout.EDU	Digital and physical escape rooms that promote critical thinking, problem-solving, and team collaboration on business topics.

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Platform / Resource	Classroom Application & Key Highlights
FBLA Connect	Files - check here for resources specific to competitive events

7. Roundtable Discussion & Action Notes

1. One idea I am excited to implement in my classroom this term:

2. My favorite bellringer / brain break strategy to share with others:

3. Educator Contact / Peer Networking Notes:
