Marketing Chalk Talk Example

Chalk talk is a teaching strategy that centers on the use of a black/white board and chalk or markers. There are several versions of this strategy. Basically, the instructor writes a term, statement, or idea in the center of the board. Students, either one by one or a few at a time, walk up to the board and add their comments, ideas, or suggestions. The activity can be timed and can also be done in silence. Once all writing has been completed, the instructor can lead a discussion focusing on the added comments.

What marketing strategies have attracted you to local food venues?

Where have you seen these marketing strategies?