

## Fourth-graders set up shop, honing their marketing savvy and advertising acumen

By **STEPHEN KLOOSTERMAN**

The Holland Sentinel

Posted Mar 26, 2009 @ 10:50 PM

Holland, MI — With time running out, Divino Vasquez decided to liquidate stock.

The fourth-grader and his competitors grew desperate to sell treats as a half-hour morning break drew to a close and other children had to go back to their classrooms. The bake sale or "market" on Thursday, March 26, was a class exercise in economics, marketing and commerce for the children at Vanderbilt Charter Academy.

"We put the price down, because it's getting close to the end," Vasquez said.

Students clamored for the attention of buyers by yelling and dancing. One group of student sellers sent a representative out into the hall with a placard listing prices for various treats.

"We did an advertising unit, so it was based on them building their own advertising unit to sell their product," said fourth-grade teacher Becky Salas.

"We talk about competition, because you've got lemonade here, and lemonade here — you've got people selling things at different costs."

The market for brownies seemed to be flooded — at least four tables were selling the goods — while one student seemed to have cornered the market on milk, to drink with the brownies.

"Mine were a good hit. I had only two left," said brownie saleswoman Desiree Kandler.

In addition to learning about business, students had to use math skills by making change.

Money from the sale would be spent on an end-of-the year party, Salas said.

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