



What's in the Water Marketing Presentation

Name: Steve Kircher

District: Laona School
District, Laona, WI

2017

Overview:

This lesson would be used to follow up with the "What's in the Water? Lab Activity."

You are employees of competing Water Testing companies. You recently received a request from the municipality of Cavour to test their water for an unknown/suspected parasite that they suspect has been causing nausea and intestinal distress in their community.

Your mission after developing the Method for testing for the parasite found in the City of Cavour's water is to submit your report for approval by the City of Cavour.

Your report and presentation will be used to determine whether Cavour accepts your bid for the contract to clean up Cavour's water supply.

Featured Externship Business:

[Northern Lake Service, Inc. - Environmental Analytical Laboratory](#)

Subject:

Environmental Science, Chemistry, Earth Science, Biology

Grade Level:

8-12

Learning objectives:

After doing this activity, students should be able to:

- market and sell the Method to the City of Cavour

Workplace Readiness Skill:

X Social Skills

X Teamwork

X Attitude and Initiative

X Professionalism

X Communication

X Critical Thinking

X Planning and Organization

X Media Etiquette

Type of Activity:

- X Individual
- X Small group
- X Whole class

Time: Three 45-minute Class Periods

NGSS Standards

MS-PS1-2. Analyze and interpret data on the properties of substances before and after the substances interact to determine if a chemical reaction has occurred.

MS-PS1-3. Gather and make sense of information to describe that synthetic materials come from natural resources and impact society.

Common Core English/Language Arts Standards for Science and Technical Subjects:

CCSS.ELA-LITERACY.RST.9-10.3

Follow precisely a complex multistep procedure when carrying out experiments, taking measurements, or performing technical tasks, attending to special cases or exceptions defined in the text.

CCSS.ELA-LITERACY.WHST.9-10.7

Conduct short as well as more sustained research projects to answer a question (including a self-generated question) or solve a problem; narrow or broaden the inquiry when appropriate; synthesize multiple sources on the subject, demonstrating understanding of the subject under investigation.

CCSS.ELA-LITERACY.WHST.9-10.1

Write arguments focused on discipline-specific content.

Materials:

- Computers
- Posters, etc for Presentation to City of Cavour

Directions:

1. Teacher should explain how student proposals should be presented to the City of Cavour (the teacher) for final approval.
2. Present the rubric that will be used to pick the company that will be hired by the City of Cavour for the clean-up operation. (Rubric is included at bottom of lesson plan).

- Using the results of the Water Quality Analysis, have student use the data, establish the procedures they used to develop their Method, and present their report to include costs of clean-up to the City of Cavour (the teacher).

Wrap-up:

The City of Cavour (the teacher) should choose the best presented clean-up Method from the various companies (groups of students) and explain why it was selected based on the accompanying rubric (following page).

Extension Activity:

A field trip to Northern Lake Service to observe the different departments involved with water testing could be included with this activity. A representative from Northern Lake Service could be invited to be part of the City of Cavour during presentations to give real-world feedback to students.



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What's in the Water? Marketing Presentation Rubric

SECTION	POINT VALUE	VALUE EARNED	COMMENTS
General: (20 points) Full Name Legible Title of Lab Relevant to Lab Date of Lab Investigation Evident Lab Sections Clearly Defined Typed Legible Font Appropriate Formatting Grammar	2 2 2 2 2 2 4 4		
Abstract: (10 points) Explains the purpose of the lab Includes general overview of lab Includes major findings of report	2 2 6		
Introduction: (10 points) Answers all the following: <ul style="list-style-type: none"> • Why oxygen demanding wastes are pollutants • How BOD and DO relate • Impact of water temperatures on aquatic species SECTION	4 4 2		
Data Table: (10 points) Includes all data for Test Results Includes all Quantitative & Qualitative Values	5 5		
Calculations: (5 points) Includes calculation for Water Quality Index (WQI) – formula & answer Includes calculator for Coliform Value Index (CVI) – formula & answer	2.5 2.5		
Presentation: (40 points) Includes appropriate lab procedure Includes Cost Analysis for clean-up operation Presentation to City of Cavour Reporting Materials	10 10 10 10		
Conclusion: (5 points) Answers the following: <ul style="list-style-type: none"> • Clearly states water quality rating • Indicates realistic source for high nitrate levels • Explain why fecal coliform was not tested for • Is well constructed/has good flow • Explains the importance of the results with relation to water quality 	1 1 1 1 1		
TOTAL	100		
Additional Comments:			