CROCKETT'S INTRO TO BUSINESS STUDENTS BUILD FOOD TRUCKS AND MARKETING PLANS

By Ron Barry

Several summers ago, Jacob Clark landed one of his first jobs in the ticket and marketing department of the Tulsa Drillers, the Minor League Baseball Class AA affiliate of the Los Angeles Dodgers. For a baseball fan and a Sport Management major, it sounds like the proverbial marriage made in heaven.

It wasn't.

"The worst thing was, I was good at it," laughs Clark now. "I was the top sales person we had. I just didn't like it."

Plan B? Pick up some secondary education hours, channel the baseball love into coaching, and find a place where he could teach his strengths to young people who might find a more enjoyable experience.

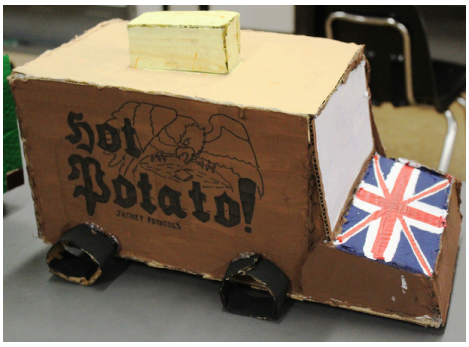
Fast forward to the 2024-25 school year, where Clark just completed his first full term as Crockett County's "Intro to Business" teacher and assistant baseball coach.

In the classroom, Clark's recent semester culminated with a project in which teams of his students had to work together to create a business model and marketing plan for the launching of a new food truck – and then had to build a cardboard version of it to complete their pitch.

"They had to take all the information presented to them during the semester and apply the principles they'd been taught," Clark said. "They had to determine supply chains, balance their revenues against their start-up costs, and find a way to make it worthwhile. It was a fun way to put into practice what they had learned."

The final part of the project was the construction of the food trucks. Clark gathered a load of cardboard boxes and the teams went at it, with only their creativity as a limit.

Following are all of the individual trucks, and the names of the team members who worked on each one...



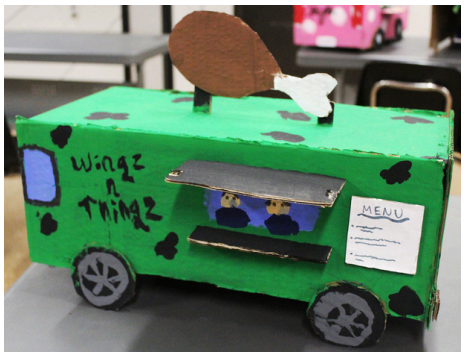
Above: Hot Potato. Team members: Cameron Puente, Marleigh Pinto, and Trindyn Irby. (Photo by Ron Barry)



Above: Campfire Kitchen. Team members: Shelby Wilson, Gabby Dobbelaire, and Macie Nichols. (Photo by Ron Barry)



Above: La Concha Loca. Team members: Evelyn Hernandez, Giselle Aguirre, and Yarethzi Aguilera. (Photo by Ron Barry)



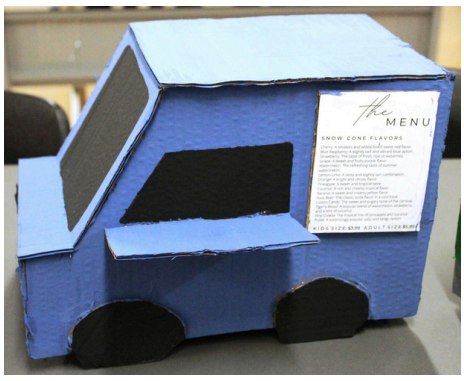
Above: Wingz N Thingz. Team members: Max Woods, Marc Amador, Angel Mejia, and Brody Jones. (Photo by Ron Barry)



Above: Rolling Dough. Team members: Reagan Paschall, Harper Morris, and Blakelyn Edwards. (Photo by Ron Barry)



Above: Taco Fiesta. Team members: TaNijah Collins, Sophie Woods, and Aaliyah Cox. (Photo by Ron Barry)



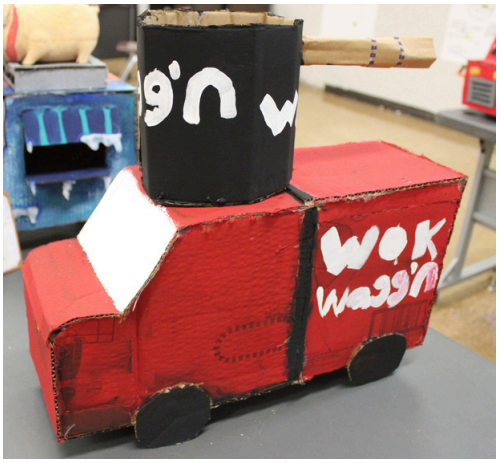
Above: Snow-on-the-Go. Team members: Laina Turpen, Allyssa Ward, Daniel Morgan, and Austin McClain. (Photo by Ron Barry)



Above: Charcoal Cruiser. Team members: Hailee Crews, Baylor Hughes, and Ana Sosa. (Photo by Ron Barry)



Above: The Pink Pizzeria. Team members: Kinlee Moore, Lauren Robbins, and Gunnar Williams. (Photo by Ron Barry)



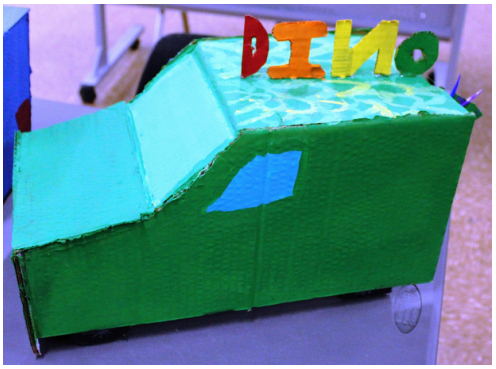
Above: Wok Wagon. Team members: Aiden Austin, Javeon Ingram, and Caleb Williams. (Photo by Ron Barry)



Above: Winged Inferno. Team members: Gavin Cariota, Raymundo Garcia, Camden Martin, and Donny Buendia. (Photo by Ron Barry)



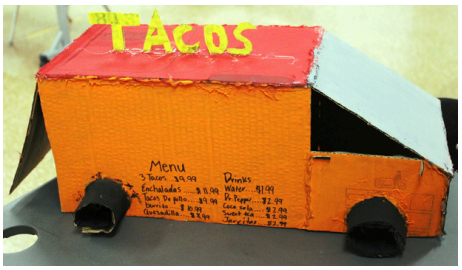
Above: Surfing Sweets. Team members: Dalandrea Jones, Anslee Miller, and Ella Hayes. (Photo by Ron Barry)



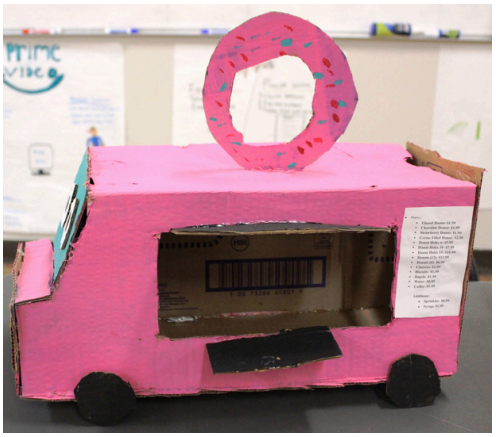
Above: Dino Smokers. Team members: Brayden Self, Wylie Sollis, Luke Carter, and Justus Lake. (Photo by Ron Barry)



Above: The Breakfast Buggy. Team members: Will Slayton, Roy Aguilera, Aidan Lozano, and Jett Johnson. (Photo by Ron Barry)



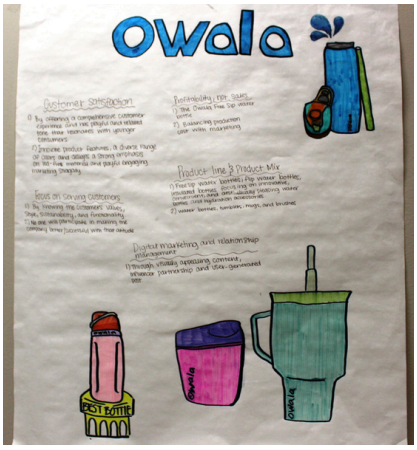
Above: Tacos Y Trocas. Team members: Wade Hall, Squirt Pickens, Zay Robertson, and Bladimir Bolanos Cano. (Photo by Ron Barry)



Above: Hole-in-One Donuts. Team members: Mase Utley, Wyatt Powell, and Whit O'Quinn. (Photo by Ron Barry)



Above: Volunteer State Chicken. Team members: Noah Evans, Oakley Williams, Chandler Hayes, and Wyatt Garrett. (Photo by Ron Barry)



Above: This "Owala" project illustrates some of the principles that have been taught this semester in the "Intro to Business" sections. (Photo by Ron Barry)



Above: Jacob Clark taught three sections of "Intro to Business" this term at CCHS and is also an assistant baseball coach for the Cavaliers. (Photo by Ron Barry)