

Consumerism - Grocery Shopping

Summary

Identifying consumer skills and guidelines to become a conscientious shopper to get the most out of your food dollar.

Time Frame

1 class periods of 90 minutes each

Group Size

Individual

Materials

Suggested Video:

Supermarket Persuasion: What Marketers Know #27303, Learning Seed, 24 minutes, \$89.

Adventures in the Grocery Store #3164, Learning ZoneXpress, 18 minutes, \$49.95.

Supermarket Safari #SMSA, Teacher's Video, 22 minutes, \$29.95.

Smart Shopping for Good Nutrition #SSFG, Teacher's Video, 20 minutes, \$29.95.

Handouts:

Spending Your Food Dollar

Extra Credit Grocery Shopping Experience

Terms That Help You Be A Better Grocery Shopper

Test Your Supermarket IQ

Reverse Psychology: Avoiding Grocery Store Gimmicks

Meal Planning Study Sheet

Optional Activities

Grocery Store Questions for Discussion

Planned Spending

Background for Teachers

The teacher needs to know shopping strategies and guidelines to get the most for the dollar in wise spending and be aware of the gimmicks stores use to get consumers to buy more.

Student Prior Knowledge

Know how to shop and get the best value for the dollar spent in making wise consumer shopping decisions.

Intended Learning Outcomes

The student will learn consumer shopping skills and guidelines to be a better shopper by comparing stores, comparing prices and unit pricing, brands, using coupons and not being fooled with gimmicks used through advertising strategies as they make conscientious purchases.

Instructional Procedures

Hand out the handouts that will be used on Grocery Shopping.

Lecture on Spending the Food Dollar - supermarket shopping tips, supermarket services, how, where and when to shop, meal planning, making a list, ways to reduce the food bill, comparison shopping, unit pricing and cost per serving, be a label reader, shop coupons, national vs. store brands, convenience foods, and impulse buying.

Show Video and have students answer the questions on the Terms That Will Help You Be A Better Grocery Shopper. After the video, go over the answer together.
Have the students complete the handouts - Test Your Supermarket IQ and Reverse Psychology: Avoiding Grocery Store Gimmicks. Orally, go over the answers.
Give an Extra Credit out-of-class Grocery Shopping Experience for the student to familiarize themselves with the grocery store.
If extra time, talk about the grocery store questions together.

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