

# Determine Potential Customers

## Summary

Students will determine who the potential customers are for the business simulation.

## Main Core Tie

Exploring Business and Marketing

[Strand 2 Standard 4](#)

## Instructional Procedures

### **Activities:**

- Students will watch a PowerPoint to determine what is a want and what is a need, Students will also identify which are goods, and which are services.
- Have the students create their own PowerPoint presentation showing wants and needs, goods and services.
- Students will collect a variety of ads in order to determine who is the target market is.
- Students will examine a variety of advertisements and determine who the target market is.
- Students will define and identify target markets in a group activity, and give a 5-10 minute presentation on their findings.

## Authors

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