CIB-Determine Potential Customers

Summary
Students will determine who the potential customers are for a business simulation. Students will be able to determine an appropriate target market. Students will also research customer wants and needs.

Main Core Tie
Exploring Business and Marketing
Strand 1

Materials
Wants-Needs PPT Directions
Collections of Ads, Advertising, Wants Needs

Instructional Procedures
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, using the PPT Instruction handout. 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.

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