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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