

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.

Authors

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