



# GEORGIA

PEACH STATE PATHWAYS

Career, Technical, & Agricultural Education

## MARKETING SALES AND SERVICE

**PATHWAY:** Marketing & Management  
**COURSE:** Entrepreneurship: Building a Business  
**UNIT 3:** Market Segment/Target Market



## INTRODUCTION

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### Annotation:

This lesson focuses on market segmentation definitions and sources for data. The lesson uses various activities to enhance the understanding of the concepts.

### Grade(s):

x	9 <sup>th</sup>
x	10 <sup>th</sup>
x	11 <sup>th</sup>
x	12 <sup>th</sup>

### Time:

8 days

### Author:

Original Authors: Cheryl Tays and Billy Richardson

### Additional Author(s):

Revision and Edit: Krystin Glover

### Students with Disabilities:

For students with disabilities, the instructor should refer to the student's IEP to be sure that the accommodations specified are being provided. Instructors should also familiarize themselves with the provisions of Behavior Intervention Plans that may be part of a student's IEP. Frequent consultation with a student's special education instructor will be beneficial in providing appropriate differentiation.



## FOCUS STANDARDS

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### GPS Focus Standards:

#### **MKT-EN-3 Identify components necessary to determine market segment/target market.**

- a. Define demographics, geographics, psychographics, and behavioral segmentation.
- b. Discuss methods used to interpret and present segment information (verbal, charts, graphs, etc.).
- c. Evaluate information gathered to identify market segment/target market.

### GPS Academic Standards:

ELA12W1. The student produces writing that establishes an appropriate organizational structure, sets a context and engages the reader, maintains a coherent focus throughout, and signals a satisfying closure.

ELA12W3. The student uses research and technology to support writing.

MM3P5. Students will represent mathematics in multiple ways.

SSEF5. The student will describe the roles of government in a market economy.

SSEMI4. The student will explain the organization and role of business, and analyze the four types of market structures in the U.S. economy.

SSEPF5. The student will describe how insurance and other risk-management strategies protect against financial loss.

### National / Local Standards / Industry / ISTE:



## UNDERSTANDINGS & GOALS

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### Enduring Understandings:

- Students will understand the importance of a target market.
- Students will understand what parts are needed to determine their market segment or target market.

### Essential Questions:

- How do you evaluate information to identify market segmentation and target markets?
- How do you interpret sources of demographic data (US Census Bureau, DOL, etc)? Why would you want to?

### Knowledge from this Unit:

- Market segmentation

### Skills from this Unit:

- Identify the various types of segmentation.

- Students will be placed on a research team. The group will compare and contrast a pair of companies based on each company's market segmentation, and forecast the future segmentation trends utilizing the U.S. Census. All research will be presented in a PowerPoint presentation. The lesson also uses a scavenger hunt to review the web sources of data. It also includes an activity that takes students through the variables of demographic segmentation and products that are marketed based on each type of segmentation.



## ASSESSMENT(S)

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### Assessment Method Type:

- ☐ Pre-test
- ☐ Objective assessment - multiple-choice, true- false, etc.
  - ☐ Quizzes/Tests
  - ☐ Unit test
- ☐ Group project
- ☐ Individual project
- ☒ Self-assessment - May include practice quizzes, games, simulations, checklists, etc.
  - ☐ Self-check rubrics
  - ☐ Self-check during writing/planning process
  - ☐ Journal reflections on concepts, personal experiences and impact on one's life
  - ☐ Reflect on evaluations of work from teachers, business partners, and competition judges
  - ☐ Academic prompts
  - ☐ Practice quizzes/tests
- ☒ Subjective assessment/Informal observations
  - ☐ Essay tests
  - ☐ Observe students working with partners
  - ☐ Observe students role playing
- ☒ Peer-assessment
  - ☐ Peer editing & commentary of products/projects/presentations using rubrics
  - ☐ Peer editing and/or critiquing
- ☒ Dialogue and Discussion
  - ☐ Student/teacher conferences
  - ☐ Partner and small group discussions
  - ☐ Whole group discussions
  - ☐ Interaction with/feedback from community members/speakers and business partners
- ☒ Constructed Responses
  - ☐ Chart good reading/writing/listening/speaking habits
  - ☐ Application of skills to real-life situations/scenarios
- ☒ Post-test

### Assessment(s) Title:

- Sources of Demographic Data Scavenger Key
- Demographic Segmentation Key
- Market Segmentation and Product Positioning Project
- Demographic Segmentation Test

## **Assessment(s) Description/Directions:**

### Day 1- Day 2

1. Introduction: Watch short video clip someone created about Nokia phones, very cute way to demonstrate Marketing Segmentation: <http://video.google.com/videoplay?docid=-5444428398340514814&q=market+segmentation&total=412&start=0&num=10&so=0&type=search&plindex=0>
2. Introduction: Tell students that you will be listing some products by name. Tell them to stand each time they hear a product that they would be part of a potential market for. Use this activity to introduce the significance of market segmentation and how businesses have to cater to their individual types of customers.
3. Lecture and presentation will use the Power Point Presentation "Divide and Conquer". It's a brief explanation of what market segmentation is and the ways to segment a market. This lesson focuses specifically on demographic segmentation.
4. Use "Sources of Demographic Data Scavenger Hunt" for an Internet activity. Use the "key" to discuss the answers and how to access the information. There is a place on the scavenger hunt document where you can add a few questions from you own county's Chamber of Commerce web site.

### Day 3

1. Give each student a copy of "Demographic Segmentation Activity". Students will use the website [http://www.tutor2u.net/business/marketing/segmentation\\_bases\\_demographic.asp](http://www.tutor2u.net/business/marketing/segmentation_bases_demographic.asp) to find the definitions and examples of each type of demographic segmentation. They are required to list at least 5 name brand products that are marketed to each of the demographics segments.

### Day 4

1. Give the "Demographic Segmentation Test". Day 3 might be the best time after all notes and activities are complete.

### Day 5-7

1. Go over the Market Segmentation and Product Positioning Project with students
2. Place the entrepreneurs in groups and assign a pair of companies
3. Facilitate student engagement and allow them to utilized computers for project

### Day 8

1. Student group presentations and grade the presentations

Note: For Math and graph work utilizing U.S. Census go to <http://www.census.gov/dmd/www/schoollessons.html> ) This website provides several worksheets and answer sheets. This is a great way to integrate math and social studies into the marketing curriculum.

Other integrated lessons using the U.S. Census can be found at (<http://www.census.gov/dmd/www/schtm03.html>)

If students are struggling reading graphs, or the math associated with graphs have them check out:

<http://www.bbc.co.uk/schools/gcsebitesize/maths/datahandlingfi/interpretingrawdatarev1.shtml>

### Attachments for Assessment(s):

The Power Point Presentation was adapted in part by the following web site:

[http://www.tutor2u.net/business/marketing/segmentation\\_bases\\_demographic.asp](http://www.tutor2u.net/business/marketing/segmentation_bases_demographic.asp)

If you want a deeper discussion on Psychographic Segmentation refer to the following website:

[http://www.examstutor.com/business/resources/studyroom/marketing/market\\_analysis/8\\_psychographic\\_segmentation.php](http://www.examstutor.com/business/resources/studyroom/marketing/market_analysis/8_psychographic_segmentation.php)

Sources of Demographic Data: <http://magert.who.edu/pubs/demdata.html>

A great blog for segmentation topic: <http://ianlumb.wordpress.com/2007/04/12/teens-a-surprising-market-segment-for-the-iphone/>

Fast Company Magazine had a funny piece on “the many faces of no-cal Coke show what can happen when market segmentation runs amok.” This would be a great discussion piece after the lecture/presentation.

<http://www.fastcompany.com/magazine/98/lab-test.html>

There is another case study assignment that could be used. Its focus is marketing research, but discusses the importance of the product’s market segments. The file is “Nivea Market Segmentation Case Study”.

-One other goal of this standard is to “create a customer profile”. You will find a file “Customer Profile Worksheet” to create a profile based on gathered demographic data.



## LEARNING EXPERIENCES

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### Sequence of Instruction

1. Identify the Standards. Standards should be posted in the classroom for each lesson.
  - MKT-EN-3 Identify components necessary to determine market segment/target market.
    - a. Define demographics, geographics, psychographics, and behavioral segmentation.
    - b. Discuss methods used to interpret and present segment information (verbal, charts, graphs, etc.).
    - c. Evaluate information gathered to identify market segment/target market.
2. Review Essential Questions.
  - How do you evaluate information to identify market segmentation and target markets?
  - How do you interpret sources of demographic data (US Census Bureau, DOL, etc)? Why would you want to?
3. Identify and review the unit vocabulary.
4. Breakdown of learning experience for each day:
  - Day 1-2: Introduction and Sources of Demographic Data Scavenger Hunt
  - Day 3: Demographic Segmentation Activity
  - Day 4: Demographic Segmentation Test
  - Day 5-7: Market Positioning Project
  - Day 8: Presentations

### **Attachments for Learning Experiences:**

- Demographic Segmentation Activity Word document
- Demographic Segmentation Test
- Demographic Segmentation Test Key
- Divide & Conquer PowerPoint
- Market Segmentation and Product Positioning Project Word document
- Market Segmentation and Product Positioning Rubric Word document
- Sources of Demographic Segmentation Data Scavenger Hunt Word document
- Sources of demographic Segmentation Data Scavenger Hunt Key Word document

### **Notes & Reflections:**



## **CULMINATING PERFORMANCE TASK**

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### **Culminating Unit Performance Task Title:**

- Sources of Demographic Segmentation Scavenger Hunt
- Demographic Segmentation Activity
- Market Segmentation and Product Positioning Project

### **Culminating Unit Performance Task Description/Directions/Differentiated Instruction:**

- See attached project sheet(s)

### **Attachments for Culminating Performance Task:**

- Market Segmentation and Product Positioning Project Word document
- Market Segmentation and Product Positioning Rubric Word document
- Sources of Demographic Segmentation Data Scavenger Hunt Word document
- Sources of demographic Segmentation Data Scavenger Hunt Key Word document
- Demographic Segmentation Activity Word document
- Demographic Segmentation Test
- Demographic Segmentation Test Key



## **UNIT RESOURCES**

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### **Web Resources:**

- <http://video.google.com/videoplay?docid=-5444428398340514814&q=market+segmentation&total=412&start=0&num=10&so=0&type=search&plindex=0>
- [http://www.tutor2u.net/business/marketing/segmentation\\_bases\\_demographic.asp](http://www.tutor2u.net/business/marketing/segmentation_bases_demographic.asp)

- <http://www.census.gov/dmd/www/schoolessons.html>
- <http://www.census.gov/dmd/www/schtm03.html>
- <http://www.bbc.co.uk/schools/gcsebitesize/maths/datahandling/interpretingrawdatarev1.shtml>
- [http://www.tutor2u.net/business/marketing/segmentation\\_bases\\_demographic.asp](http://www.tutor2u.net/business/marketing/segmentation_bases_demographic.asp)
- [http://www.examtutor.com/business/resources/studyroom/marketing/market\\_analysis/8\\_psychographic\\_segmentation.php](http://www.examtutor.com/business/resources/studyroom/marketing/market_analysis/8_psychographic_segmentation.php)
- <http://magert.who.edu/pubs/demdata.html>
- <http://ianlumb.wordpress.com/2007/04/12/teens-a-surprising-market-segment-for-the-iphone/>
- <http://www.fastcompany.com/magazine/98/lab-test.html>

**Attachment(s):**

**Materials & Equipment:**

**What 21st Century Technology was used in this unit:**

<input checked="" type="checkbox"/>	Slide Show Software	<input type="checkbox"/>	Graphing Software	<input type="checkbox"/>	Audio File(s)
<input type="checkbox"/>	Interactive Whiteboard	<input type="checkbox"/>	Calculator	<input type="checkbox"/>	Graphic Organizer
<input type="checkbox"/>	Student Response System	<input checked="" type="checkbox"/>	Desktop Publishing	<input type="checkbox"/>	Image File(s)
<input type="checkbox"/>	Web Design Software	<input type="checkbox"/>	Blog	<input type="checkbox"/>	Video
<input type="checkbox"/>	Animation Software	<input type="checkbox"/>	Wiki	<input type="checkbox"/>	Electronic Game or Puzzle Maker
<input type="checkbox"/>	Email	<input type="checkbox"/>	Website		