



MARKETING SALES AND SERVICE

PATHWAY: Marketing Sales & Service

COURSE: Marketing Research

UNIT 4: Demographic Information in Market Research



INTRODUCTION

Annotation:

This unit will allow students to explore demographic information as a method of segmenting a market. Students will review information about markets and segmentation and apply their knowledge to an actual segmentation activity for a business.

Grade(s):

x	9 th
x	10 th
x	11 th
x	12 th

Time:

Author: Rachael McClain

Additional Author(s): Ithaca College Gerontology Institute

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

GPS Focus Standards:

MKT-MR-4. Students will identify demographic information in order to define a target market.

- Define demographics.
- Discuss the difference between psychographics and demographics.
- Discuss the importance of segmentation of demographics.
- Identify and interpret sources of demographic data. (i.e., U.S. Census Bureau, DOL, etc.).
- Develop a customer profile.
- Distinguish between market and target market.

GPS Academic Standards:

ELA12W2. The student demonstrates competence in a variety of genres.

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

MC1P1. Students will solve problems (using appropriate technology).

MC1P4. Students will make connections among mathematical ideas and to other disciplines.

MC2A2. Students will solve simple equations.

MC3D1. Using sample data, students will make informal inferences about population means and standard deviations.

MA1D3. Students will relate samples to population.

National / Local Standards / Industry / ISTE:



UNDERSTANDINGS & GOALS

Enduring Understandings:

- The student will understand the importance of segmenting a market for a product.
- The student will understand the process involved in segmenting a market based upon demographic, psychographic, and demographic characteristics.
- The student will understand appropriate secondary sources for use in segmenting a market.

Essential Questions:

- Why is successful market segmentation important for the future of a business?
- Why would some business choose to mass market rather than segment?
- Do mass marketers truly exist?

Knowledge from this Unit:

- Markets can be segmented based upon demographic, psychographic, and geographic information. Markets can also be segmented by behaviors or lifestyles.
- Secondary sources of information can provide a good description of a market from a demographic standpoint.
- A customer profile is a detailed description of a company's target market.

Skills from this Unit:

- The student will segment a market based upon a demographic, psychographic, and geographic breakdown of their characteristics.
- The student will analyze the use of market segmentation by a major corporation.



ASSESSMENT(S)

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:

Segmentation Quiz Pre Test

Demographics Activity

Segmentation and Market Research Test (optional)

Assessment(s) Description/Directions:

See attached files.

Segmentation & Market Research Test covers multiple areas of knowledge and would be appropriate to combine with other units based upon instructional topics.



LEARNING EXPERIENCES

Sequence of Instruction

- 1) Segmentation Quiz Pre Test
- 2) What is a market PP
- 3) Segmentation Activity
- 4) Segmentation PP
- 5) Market Research PP
- 6) Demographics Activity
 - a. Entire lesson plan is attached for this one period activity. However, some possible ideas for additional or different activities include the following:
 - b. Predicting is one of the most interesting activities to do when studying demographics. Project 10 years and have students make a list of 10 products that would probably sell very well based on demographics.
 - c. Choose 3 of the products and brainstorm possible commercials, print ads and billboards for this product. Tailor this assignment to your own needs. Prepare a handout in which you give headings of details you wish students to include in their thinking.
 - d. As the teacher in your own particular part of the country, prepare a list of "areas" you could present to your students in which they must choose the type of products that might be popular 10 years from now based on demographics. For example, ask them, what will be popular in sports equipment in 10 years since a large segment of our population will be over 50 years of age? Or what kind of music and therefore radio stations will be popular when the current generation hits their early and mid-twenties?
- 7) Segmentation and Market Research Test



CULMINATING PERFORMANCE TASK(S)

Culminating Unit Performance Task(s):

DECA Research Events Written Market: Students should complete the description of the community and the description of business/organization. Student descriptions should be complete. Students can use the following sites for demographic information:

<http://www.infoplease.com/us/census/data/georgia/demographic.html>

<http://health.state.ga.us/demographicprofiles/index.htm>

<http://www.georgiastats.uga.edu/counties/059.pdf>

<http://quickfacts.census.gov/qfd/states/13000.html>

http://www.gadata.org/information_services/ga_demographic_data.html

<http://www.census.gov/census2000/states/ga.html>

Culminating Unit Performance Task Description/Directions/Differentiated Instruction:



UNIT RESOURCES

Web Resources:

These websites can be used for current event resources throughout the Market Research course:

http://glencoe.mcgraw-hill.com/sites/0078769043/student_view0/businessweek_videos.html

http://www.swlearning.com/marketing/zikmund/essentials_2e/zikmund.html

<http://www.ceoexpress.com/default.asp>

<http://www.brint.com/>

<http://www.marketingpower.com/Pages/default.aspx>

<http://www.worldopinion.com/>

http://websites.swlearning.com/cgi-wadsworth/course_products_wp.pl?fid=M20bl&flag=instructor&product_isbn_issn=0538446641&disciplinumber=608

<http://www.glencoe.com/ge/efcwin.php?qi=9411>

http://glencoe.com/olc_games/game_engine/content/gln_bomc/me_06_nat/chapter28/game1_typecx/

<http://www.glencoe.com/ge/efcwin.php?qi=9412>

Attachments, Materials & Equipment:

Student Work Examples for PowerPoint Project

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 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 checked="" type="checkbox"/>	Website		