

CEW – Student Evidence

JA Be Entrepreneurial, Session 3
CEW Academic Standard: 13.4.11.C

11th grade

Name: _____ **Date:** _____

Analyzing market and demographics were concepts introduced in Session 3. Why is it important to analyze demographic groups? What factors should be considered when marketing to specific groups?

and maintain a successful entrepreneurial venture. Stress that the most valuable assets in a business startup are an informed entrepreneur and the right product or service idea. The business can be a traditional venture or a nonprofit, social venture.

Also on Page 8 in the Student Workbook, point out the section titled On Your Own Activity. Remind the students that additional information, activities, and podcasts are available online that are specific to each session's topic. The Web addresses to these links are included in the activity. Remind the students that the online material is to be reviewed outside of the session time.

Explain that during this session they will consider the right market or customers for their product or service.

Activity One

Market Needs

Tell the students that research shows that one common trait among successful entrepreneurs is a passion for their customers (market). Entrepreneurs who are intent on knowing and meeting the needs of their customers are more successful. Provide local and current examples of how meeting customers' needs leads to business success, or how failure to meet those needs hurts a business.

Explain that one way to analyze a particular market is to discover its wants and needs by conducting a generalized study of a group.

Separate the class into groups of four. Tell the students they will select a demographic to analyze. Define **demographic** and **marketing**. Suggest they either choose a demographic they are a part of (so that they have personal knowledge) or one that they know well enough to determine its possible wants and needs. Offer the following suggested demographics for consideration:

- The school's student body.
- The school's teachers and staff.
- Parents with teenagers.
- Members of a specific sports team or the school's athletes in general.
- Members of a specific school club.

After the students have selected their demographic group, ask them to turn to Page 9 in the Student Workbook and complete the section titled A Day in the Life. Allow 5 minutes for them to complete this section. Next, have the groups read and discuss Logical and Personal Needs on the same page. Have groups take another 5 minutes to complete the brainstorming portion that follows.

Ask for volunteers to present responses.

Tell the students they now will develop an advertisement to sell their product and service to a select demographic.

Activity One
Time
10 minutes

Key Terms

Demographic: A group sharing characteristics of a human population segment, used to identify consumer markets.

Marketing: The means by which a product or service is made known and sold to customers.