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| Teachers: Eltoncia Bradley (C124); Erika Tatum (C122) | |
| Lesson Date: November 4, 2013 – November 15, 2013 | |
| Subject Area: Retailing E-tailing | Grade Levels: 9 – 12 |
| Chapter Title: Choosing a Target Market & Market Segmentation | |
| Performance Objective:   * After completing this lesson, the student will be able to define at target market using the methods of segmentation and apply the marketing mix elements for a retail/e-tail store. | |
| Lesson Goals  *Upon completion of this lesson, students will be able to:*   * **Define** a target market. * **Identify** the four methods used to segment a market. * **Explain** the variables used in demographics, geo-graphics, psychographics, and behavioral segmentation trends. | |
| Anticipatory Set:   * That’s Bull eyes! | |
| Direct Teach:   * Retailing: Choosing a Target Market Presentation | |
| Independent Practice:   * Target Market & Market Segmentation * Target Market & Market Segmentation Definitions * Target Practice * Creating a Customer Profile for a Retail Business | |
| Materials/References:   * Edmodo * PowerPoint Presentation * Handouts | |
| Note:   * Students will continue to work on their Ultimate Consumer Family Vacation extension assignment. | |