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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.
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| 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.
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| Anticipatory Set: * That’s Bull eyes!
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| Direct Teach:* Retailing: Choosing a Target Market Presentation
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| Independent Practice:* Target Market & Market Segmentation
* Target Market & Market Segmentation Definitions
* Target Practice
* Creating a Customer Profile for a Retail Business
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| Materials/References:* Edmodo
* PowerPoint Presentation
* Handouts
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| Note:* Students will continue to work on their Ultimate Consumer Family Vacation extension assignment.
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