LESSON PLAN

Target Markets

Estimate Pacing: 45minutes

BusinessU, now powered by **Stukent CTE**, has partnered with **DECA Inc**. to offer the **DECA at the Bell Challenge**. For this challenge, students will write, produce, and publish their very own episode of DECA at the Bell, connecting something in the world of business to the world of DECA. As part of this classroom instruction activity, DECA members will get a jump start on the challenge and learn a bit more about marketing strategies and target markets.

Lesson Objective

Students will explain what a marketing strategy is and identify a target market for a real-world product.

Performance Indicator

- Explain the concept of marketing strategies.

Vocabulary

Market, Marketing Strategy, Target Market

ENGAGE

ACTIVITY: What if?

Est: *10 minutes*

Hold up a project (or photo of a product) and ask students, “Who do you think buys this the most?” Pause for answers. Then, say, “What if I told you that the real target market might be...[insert a made-up target market example here]? ”

Example 1: Hold up a photo of a Pop-it or fidget spinner. Ask, “What is this? Who buys these?”. Pause for responses. Then, say, “Sure, students love them, but **what if** the real fidget spinner market was business executives in meetings? Imagine a CEO sitting at the conference table, just pop, pop, popping, while discussing company profits.”

Example 2: Hold up a photo of a gaming chair. “Here’s another one: gaming chairs. Who’s the target market?” Pause for responses. Then, say, “But **what if** it’s actually... teachers? You walk into class and I’m spinning around in a neon-green gamer chair with built-in speakers.”

Bring the engagement activity to a close by sharing that companies have to figure out their target markets every day. Today, the students will be part of the marketing team deciding who the best audience is for a product and how to sell it to them.

EXPLORE

ACTIVITY: Who Really Buys This?

Est: *30 minutes*

Divide students into groups. Assign each group a common product (e.g., sneakers, water bottles, headphones, fast food meals, streaming subscriptions, snack foods, cosmetics, athletic equipment, board games, etc).

Review the definition of a **market** (A person or group who is willing and able to spend money to meet unsatisfied wants or needs), **marketing strategy** (A company's game plan for reaching its target market, converting it to customers, and meeting company goals) and the idea of a **target market** (A specific group of customers that is most likely to buy a certain product or service, and where marketing efforts are aimed or "targeted" in order to reach and connect with this group.).

In their groups, students will determine the following:

1. What is the product? _____
2. Three possible customer groups: _____
3. Agreed upon target market: _____
4. Why did the group select this target market: _____
5. What's the marketing strategy idea: _____

Groups will then create an advertisement, such as a flyer, social media post, or jingle, to promote this product to the target market. Groups will "pitch" their idea in 1-2 minutes to the class.

WRAP UP

Optional: Build in peer feedback and voting.

1. Which ad was the most creative and why?"
2. Which ad was the most persuasive for the target market? Why?"
3. Which target market was the most unexpected but still realistic? Why?

ADDITIONAL RESOURCES

Additional resources on marketing strategies and target markets are available via the DECA at the Bell

Course inside the Stukent CTE platform. DECA advisors can access these resources for FREE. To learn more, visit the DECA at the Bell Challenge website and click **Free Trial.**