



MARKETING CLUSTER

LESSON 1

Lesson Plan Title: Days 1: Target Audience		Instructor:
Suggested Total Time for Lesson (minutes): 40 minutes (1 day)		
Content Focus - What Will Students Learn? (Content Skill Sets)		
0972.MK.0422.13 Understand marketing's role and function in business to facilitate 0972.MK.0425.17 Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making		
Materials and Resources- What do you need to assemble and prepare before the lesson?		
Materials: <ul style="list-style-type: none"> • Pencil • Paper • Sticky Notes • Large Stick Post-It Notes 		Resources: <ul style="list-style-type: none"> • Marketing Cluster PowerPoint Presentation
Lesson Outline: What learning activities will your students do?		
Time	Sequence/Description of Learning Activity	
10 minutes	Get Started/Explain: Start with the Marketing Cluster PowerPoint Presentation and go through Slides 1-4	
20 minutes	<p>Discover/Engage/Practice: Go to Slide 5</p> <p>Start the Lesson by showing the Video: You are the Target on this slide. This video is embedded on the slide and you do not need an internet connection to show the video.</p> <p>The target audience is the group or type of people that advertisers want to attract. People may be defined by their age, gender, family status, lifestyle, or interests.</p> <p>After watching the Video with students take a minute to have a discussion on how companies target them with advertisements. Think of commercials, YouTube, website banners, billboards, etc.</p> <p>Put students into pairs and have them choose 2 of their favorite products. Encourage students to think outside of the box with marketing techniques: such as shelf placement, location in the store, what types of commercials are on certain channels, and what other products are near.</p> <ul style="list-style-type: none"> • Option 1: Have the students make a list of how these companies market the product to them. • Option 2: Provide students with sticky notes and have them make a list of each marketing technique and product on a sticky note. 	
10 minutes	<p>Check for Understanding/Summarize/Close: As a closing to the lesson have each group share</p> <ul style="list-style-type: none"> • Option 1: Students can stand up and discuss their lists • Option 2: Make areas around the classroom (shelf placement, location, commercial, newspaper, etc.) and have students take their stick notes to those locations and have a class discussion. 	
Modifications, Support, and Extensions (for those students with IEP)		
Reflection- Did the students learn the content outlined in the lesson focus? Why or why not?		