Unit 05 Understanding Consumer and Business Buyer Behavior

Content Area: **Business**
Course(s): **Generic Course**
Time Period: **Semester 1**
Length: **2 Weeks**
Status: **Published**

Standards

CAEP.9.2.12.C.1	Review career goals and determine steps necessary for attainment.
CAEP.9.2.12.C.3	Identify transferable career skills and design alternate career plans.
CAEP.9.2.12.C.4	Analyze how economic conditions and societal changes influence employment trends and future education.
CAEP.9.2.12.C.9	Analyze the correlation between personal and financial behavior and employability.

Enduring Understandings

To succeed in today's marketplace, companies must kow how to turn mountains of marketing information into fresh customer insights that will help them deliver greater value to customers.

Essential Questions

Why is understanding consumer markets and consumer buyer behavior important?

How does a consumer make buying decisions?

What are the key differences between consumer and business buyers?

Knowledge and Skills

1. Understand the consumer market and the major factors that influence consumer buyer behavior

2. Identify and discuss the stages in the buyer decision process

3. Describe the adoption and diffusion process for new products

4. Define the business market and identify that major factors that influence business buyer behavior

5. List and define the steps in the business buying decision process

Transfer Goals

Analyze final consumer buying influences and processes and then at the buying behavior of business customers.

It takes time and effort inorder to gain a customer.

Resources

Marketing, An Introduction by Armstrong and Kotler

Google Doc

Sway