Unit 03: Target Markets

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

Standards

PFL.9.1.12.A.3	Analyze the relationship between various careers and personal earning goals.
PFL.9.1.12.B.2	Compare strategies for saving and investing and the factors that influence how much should be saved or invested to meet financial goals.
PFL.9.1.12.E.1	Evaluate the appropriateness of different types of monetary transactions (e.g., electronic transfer, check, certified check, money order, gift card, barter) for various situations.
PFL.9.1.12.E.2	Analyze and apply multiple sources of financial information when prioritizing financial decisions.
PFL.9.1.12.E.4	Evaluate how media, bias, purpose, and validity affect the prioritization of consumer decisions and spending.
PFL.9.1.12.F.3	Analyze how citizen decisions and actions can influence the use of economic resources to achieve societal goals and provide individual services.
TECH.8.1.12.B.CS2	Create original works as a means of personal or group expression.
TECH.8.1.12.C.CS1	Interact, collaborate, and publish with peers, experts, or others by employing a variety of digital environments and media.
TECH.8.2.12.A.1	Propose an innovation to meet future demands supported by an analysis of the potential full costs, benefits, trade-offs and risks, related to the use of the innovation.
TECH.8.2.12.B.CS1	The cultural, social, economic and political effects of technology.
TECH.8.2.12.C.2	Analyze a product and how it has changed or might change over time to meet human needs and wants.
TECH.8.2.12.C.CS1	The attributes of design.

Enduring Understanding

Orgainzations that are trying to complete effectively must identify specific customer groups and their families toward which they will direct marketing efforts.

Understanding your product helps you match a market share.

Essential Questions

Why do organizations identify a specific person or group to market their product or service?

What dimensions are used to segment business markets?

Why is a marketer concerned about sales potential when trying to select a target market?

Knowledge and Skills

Explain what markets are and how they are generally classified.

Identify the five steps of the target market selection process.

Describe differences among targeting strategies.

Identify major segmentation variables.

Explain how to evaluate market segments.

Transfer Goals

Matching content to an audience allows for greater chance of success.

Understanding the tools and resources available helps to make informed decisions.

Resources

Textbook

Marketing, 2016. Pride & Ferrell. Cengage Learning

Websites

https://www.w3schools.com/html/

https://learn.shayhowe.com/html-css/building-your-first-web-page/

https://www.getvero.com/resources/email-marketing-guide/

https://www.youtube.com/

Software

- Notepad++
- Adobe Creative Suite
- Microsoft Excel