Unit 04: Consumer Buying Behavior and Business Markets

Content Area: **Business**
Course(s): **Generic Course**
Time Period: **Semester 1 & 2**
Length: **3 weeks**
Status: **Published**

Standards

PFL.9.1.12.A.1	Differentiate among the types of taxes and employee benefits.
PFL.9.1.12.C.2	Compare and compute interest and compound interest and develop an amortization table using business tools.
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.
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.
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

It is essential to understand the process that consumers and businesses go through when making a buying decision

Categorizing types of consumers allows for addressing large sections of the market.

Essential Questions

How do people decide what they are going to buy?

How will understanind the consumer thought process to purchase help market your business or brand?

Knowledge and Skills

recognize the stages of the consumer buying decision process.

describe the types of consumer decision making and the level of involvement.

describe the social influences that may affect the consumer buying decision process.

identify the major characteristics of business customers and transactions.

identify the attributes of demand for business products.

Transfer Goals

Our decisions on what to buy are essentially casting votes for what we like.

Understanding amassed data allows us to make some predictions about the future.

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