

Unit 08: Market and Industry Analysis

Content Area: **Business**
Course(s): **Entrepreneurship**
Time Period: **3rd Marking Period**
Length: **+ - 3 weeks**
Status: **Published**

Unit Overview

Student will understand the components and considerations of market and industry analysis

Transfer

Students will be able to independently use their learning to...

- Identify and describe the components and considerations of market and industry analysis

Meaning

Understandings

Students will understand...

- Areas of analysis for industry and market research
- How to conduct effective market research
- How to research an industry
- Customer profile and customer needs analysis

Essential Questions

Students will keep considering...

- What do I need to know about the industry and market before starting a business?

Application of Knowledge and Skill

Students will know...

Students will know...

- Areas of analysis for industry and market research
- How to conduct effective market research
- How to research an industry
- Customer profile and customer needs analysis

Students will be skilled at...

Students will ...

- Define areas of analysis for industry and market research
- Describe how to conduct effective market research
- Explain how to research an industry
- Describe a customer profile and customer needs analysis

Academic Vocabulary

See attached document

Learning Goal 1

Student will understand the components and considerations of market and industry analysis

- Student will understand the components and considerations of market and industry analysis

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|-------------------|---|
| BUS.9-12.I | Foundations of Marketing |
| BUS.9-12.II | Consumers and Their Behavior |
| BUS.9-12.II.1 | Analyze the characteristics, motivations, and behaviors of consumers. |
| BUS.9-12.II.1.A | Characteristics of Consumer Behavior |
| BUS.9-12.II.1.A.1 | describe the impact of consumer differences (e.g., life stages and socioeconomic characteristics) on buying decisions |
| BUS.9-12.II.1.B.1 | define market segmentation and describe how it is used |
| BUS.9-12.II.1.B.3 | explain ways that segmentation can be used to identify target markets |
| BUS.9-12.II.1.B.4 | describe variables used to create customer profiles (e.g.. usage level, brand loyalty, and benefits derived) |
| PFL.9.1.12.A.9 | Analyze how personal and cultural values impact spending and other financial decisions. |
| 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. |
| CAEP.9.2.12.C.6 | Investigate entrepreneurship opportunities as options for career planning and identify the knowledge, skills, abilities, and resources required for owning and managing a business. |
| TECH.8.1.12.A.CS2 | Select and use applications effectively and productively. |
| TECH.8.1.12.B.CS1 | Apply existing knowledge to generate new ideas, products, or processes. |
| TECH.8.1.12.B.CS2 | Create original works as a means of personal or group expression. |
| TECH.8.1.12.E | Research and Information Fluency: Students apply digital tools to gather, evaluate, and use information. |

Target 1

Define areas of analysis for industry and market research

- Define areas of analysis for industry and market research

Target 2

Describe how to conduct effective market research

- Describe how to conduct effective market research

Target 3

Explain how to research an industry

- Explain how to research an industry

Target 4

Describe a customer profile and customer needs analysis

- Describe a customer profile and customer needs analysis

Summative Assessment

- Applied Projects
- Applied Quiz/Test
- Optional Classroom Survey
- Optional Written Quiz/Test

Formative Assessment and Performance Opportunities

- Applied Activities/Projects
- Guided Practice
- Peer Review
- Reflective Discussion
- Teacher Observation

Accommodations/Modifications

- Application problems for extra practice
- Projects/scenarios related to student personal interests incorporating this unit's content/skills/features
- Scenarios for critical thinking

Unit Resources

- Guest Speakers
- Internet Resources
- Technology Software & Hardware
- Textbooks
- Videos

Interdisciplinary Connections

LA.RH.11-12.4

Determine the meaning of words and phrases as they are used in a text, including analyzing how an author uses and refines the meaning of a key term over the course of a text (e.g., how Madison defines faction in Federalist No. 10).

| | |
|-----------------|--|
| LA.WHST.11-12.4 | Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience. |
| MA.K-12.1 | Make sense of problems and persevere in solving them. |
| MA.K-12.5 | Use appropriate tools strategically. |
| MA.S-MD.A | Calculate expected values and use them to solve problems |