

# Unit 08: Market and Industry Analysis

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

## Unit Overview

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

## Transfer

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

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

## Meaning

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## Understandings

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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

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Students will keep considering...

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

## **Application of Knowledge and Skill**

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### **Students will know...**

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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...**

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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**

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See attached document

### **Learning Goal 1**

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

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

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

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Define areas of analysis for industry and market research

- Define areas of analysis for industry and market research

## Target 2

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Describe how to conduct effective market research

- Describe how to conduct effective market research

## Target 3

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Explain how to research an industry

- Explain how to research an industry

## Target 4

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Describe a customer profile and customer needs analysis

- Describe a customer profile and customer needs analysis

## **Summative Assessment**

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

## **Formative Assessment and Performance Opportunities**

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

## **Accommodations/Modifications**

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- 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**

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

## **Interdisciplinary Connections**

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MA.K-12.1

Make sense of problems and persevere in solving them.

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).

MA.K-12.5

Use appropriate tools strategically.

MA.S-MD.A

Calculate expected values and use them to solve problems

LA.WHST.11-12.4

Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.