

## Target Marketing Lesson Plan Overview

This lesson helps students practice entrepreneurship skills through the use of the game Not a Problem! ([www.notaproblemgame.com](http://www.notaproblemgame.com)).

**Description:** The lesson begins with an introduction of an essential entrepreneurship concept, Target Marketing, with a brief 7 to 10 minute, Google Slides lecture accompanied by a note catcher for students. An interactive activity will follow the initial instruction which will allow students interactive approach to apply the focused learning target with the guidance of the teacher. This initial section of the lesson can be substituted with your own curriculum if similar ideas are present. The major portion of the lesson will be an application of the learning target using the game Not a Problem!. In this simulation, students will brainstorm and develop a new product based on the problem determined by the game cards and presenting a short pitch to the investors. The simulation forces students to develop presentational skills while furthering knowledge of entrepreneurship and removing the fear of failure.

**Grade Levels:** 9-12

## Lesson: Target Marketing

### Primary Learning Objective:

SWBAT identify the key components of target marketing by taking notes on a Google Slides presentation, participating in a partner/group activity, and applying target marketing skills to the game Not A Problem! using a PowerPoint presentation, note catcher and board game through group and individual work.

### Concepts:

Product development, Competitive advantage, Advertising, Market, Marketing, Stakeholder, Customer, Demographic, Psychographic

### Skills Practiced:

Brainstorming, Creative thinking, Interpreting information, Evaluating alternatives, Problem Solving, Meeting a Need, Product Ideation, Graphic Presentation, Oral and Written Communication, Presenting Information, Critical Thinking, Collaborative Discussions, Negotiations

### Content Standards:

The following standards are indirectly addressed in this lesson plan. These standards are taken from the *Common Core State Standards Initiative (2018)* and are aligned to grades 9 - 12.

Reading Standards Addressed	Writing Standards Addressed
<a href="#">CCSS.ELA-LITERACY.RST.9-10.3</a>	<a href="#">CCSS.ELA-LITERACY.WHST.11-12.1</a>
<a href="#">CCSS.ELA-LITERACY.RST.9-10.4</a> ; <a href="#">RST.11-12.4</a>	<a href="#">CCSS.ELA-LITERACY.WHST.11-12.4</a>
<a href="#">CCSS.ELA-LITERACY.RST.11-12.7</a>	<a href="#">CCSS.ELA-LITERACY.WHST.11-12.7</a>
<a href="#">CCSS.ELA-LITERACY.RST.11-12.8</a>	<a href="#">CCSS.ELA-LITERACY.WHST.11-12.8</a>
<a href="#">CCSS.ELA-LITERACY.RST.11-12.9</a>	<a href="#">CCSS.ELA-LITERACY.WHST.11-12.9</a>
	<a href="#">CCSS.ELA-LITERACY.WHST.11-12.10</a>

Speaking and Listening Standards Addressed	Language Standards Addressed
<a href="#">CCSS.ELA-LITERACY.SL.11-12.1</a>	<a href="#">CCSS.ELA-LITERACY.L.11-12.1</a>
<a href="#">CCSS.ELA-LITERACY.SL.11-12.2</a>	<a href="#">CCSS.ELA-LITERACY.L.11-12.2</a>
<a href="#">CCSS.ELA-LITERACY.SL.11-12.3</a>	<a href="#">CCSS.ELA-LITERACY.L.11-12.3</a>
<a href="#">CCSS.ELA-LITERACY.SL.11-12.6</a>	<a href="#">CCSS.ELA-LITERACY.L.11-12.4</a>
	<a href="#">CCSS.ELA-LITERACY.L.11-12.6</a>

### Essential Questions:

1. What is a target market?
2. What are some examples of target markets?
3. Why is it important to identify your target market?
4. How do companies use target markets to sell products?

### Lesson Objectives:

Students will be able to:

1. Understand the concept of market strategy by applying market strategies to a variety of different circumstances.
2. Develop a marketing strategy for a product or service based on a target market by participating in a group/partner activity.
3. Apply market strategy techniques in a fun, engaging application via the game, Not A Problem! where students attempt to sell their products to investors while taking into consideration the importance of target market analysis.

### Time Required:

This lesson could be split into two class periods. The duration of the lesson is 90 minutes. The game, Not A Problem!, should allow for application and engagement of targeted learning objectives.

### Materials Needed:

- Basics of Marketing PowerPoint
- Basics of Marketing PowerPoint note catcher and answer sheet
- Assessing Market Strategies Partner Activity and Rubric
- One Not a Problem! Game per four to ten students

**Procedures:**

*KEY CONCEPT INTRODUCTION (7 to 10 minutes)*

1. Use [Basics of Marketing Presentation](#).
  - a. (recommended) Have students follow along using a note sheet for better content understanding.
  - b. Allow for group/partner discussion throughout presentation.
  - c. Teacher answer sheet provided.

*ASSESSING MARKET STRATEGIES – SMALL GROUP ACTIVITY (15 to 20 minutes)*

1. Students will participate in a small group activity designed to get them thinking about target marketing.
2. In small groups, students will share recent product purchases they made, identifying the reasons that they made those purchase decisions (how did the product solve a problem or help them achieve a result?).
3. Each group of students will evaluate how effectively the products were marketed to the purchaser's demographic by using the rubric. Each group will choose the product that best demonstrated effective target marketing (based on the highest score).
4. They will then pitch the winning product to the class identifying how their selected product 1) Solved a problem or them achieve a result, 2) was uniquely aligned to the target market, and 3) stood out from the competition.

Assessing Market Strategies Rubric

Rate each item on a scale of 1 to 10, 10 being the best

	Product 1	Product 2	Product 3	Product 4
Product Name				
Solved a problem or helped achieve a result				
Was uniquely aligned to the target market				
Stood out from competition				
<b>Total Score</b>				

*APPLICATION OF LEARNING - Not A Problem! Game Procedures (25 to 50 minutes)*

1. Describe how to play the game Not a Problem! and its relation to product creation and marketing with the following instructions:
  - a. In groups of four to ten, students play one round of the game according to the game instructions.
  - b. Round 2, teacher defines a target market.
    - i. Before the investor reveals the problem to the other players to solve, identify a target market (ex: women, living in an urban area, high income, age 35 to 50). All products must be invented and pitched with that target market in mind.
  - c. Round 3, investor defines a target market
    - ii. Have the student playing the role of the investor identify a target market before the problem is revealed. Other players must invent and pitch products with that target market in mind.
  - d. Round 4, inventors define their own market
    - i. Tell the students playing the roles of the inventors that their inventions must have a target market in mind. All pitches have to include a definition of their target market including both demographic (who) and psychographic (why) information.
  - e. 5th and Final Round
    - i. For the final round, each group will choose their favorite invention of the day and will work together to complete a detailed pitch that includes the target market (see attached activity sheet to be collected). Students will be given 10 minutes to prepare for a 2-minute presentation. Winners are announced and given certificates of achievement (attached).
2. Following the presentation, students should complete the questions listed below followed by a discussion of the importance of the lesson.
  - a. As a teacher, explain the major takeaways. Examples are listed below.

*CLOSURE - EXIT SLIP (5 to 7 minutes)*

1. How did the introduction a target market affect the creation process?
2. What target markets would you have picked for your initial ideas?

**Takeaways:**

1. Identifying your target market(s) makes it easier and more cost effective to reach your potential customers.
2. The beauty of the game, Not A Problem!, is that although each group was given the same problem to solve, no two groups had the same inventions. There are an abundance of solutions to the most obscure issues that need to be solved.
3. Although Not a Problem! puts entrepreneurship in a playful setting, it allows participants to brainstorm and create prototypes of their ideas while eliminating over thinking and the general stressful nature of pitches. Additionally, this game allows participants to build confidence in their presenting skills and ideas.

### Lesson Attachments and Links:

1. Google Slides Presentation –  
<https://www.notaproblemgame.com/curriculum.html>
  - a. Note Catcher for Students –  
<https://www.notaproblemgame.com/curriculum.html>
  - b. Note Catcher Answer Sheet for Teachers –  
<https://www.notaproblemgame.com/curriculum.html>
  - c. Nike Commercial used in start of Google Slides Presentation –  
<https://www.youtube.com/watch?v=1J6Qx7l49tQ>
  - d. Gatorade Commercial used in start of Google Slides Presentation –  
[https://www.youtube.com/watch?v=b0AGiq9j\\_Ak](https://www.youtube.com/watch?v=b0AGiq9j_Ak)
2. Directions and Rubric for Developing a Market Strategy Activity  
<https://www.notaproblemgame.com/curriculum.html>
3. Presentation Outline/Lesson Plan –
  - a. [https://docs.google.com/document/d/1aiFMmEg1UCpc\\_ZeuW4NxKB8Xvb4fSHwEnrH\\_QnHRNJQ/edit?usp=sharing](https://docs.google.com/document/d/1aiFMmEg1UCpc_ZeuW4NxKB8Xvb4fSHwEnrH_QnHRNJQ/edit?usp=sharing)
4. Common Core State Standards Initiative (2018) – <http://www.corestandards.org/>

### Additional Content, Videos and Activities:

1. Shark Tank Series
  - a. <https://www.youtube.com/watch?v=dXQIE-f9RuM>
  - b. Shark Tank is a critically acclaimed and Emmy-winning business-themed reality show which has reinvigorated entrepreneurship in America. The Sharks give people from all walks of life the chance to chase the American dream, and potentially secure business deals that could make their dreams come true. Shark Tank participants how first-hand how important it is to perfect your pitch.
2. How to be an Entrepreneur
  - a. <https://www.youtube.com/watch?v=IJjILQu2xM8>
  - b. Short video surrounding what it takes to become an entrepreneur through animate visuals. Reinforces the idea that innovations don't have to be big ticket items.
3. 15 Characteristics of Effective Entrepreneurs
  - a. <https://www.youtube.com/watch?v=sOjeQV5pHh4>



- b. A bit slow but good information. We would recommend stopping video throughout and discussing keys terms mentioned (ie. liquidity)
- 4. “This is why you don’t succeed” (16.29 minutes)
  - a. [https://www.youtube.com/watch?time\\_continue=2&v=3ev7GXzFTPg](https://www.youtube.com/watch?time_continue=2&v=3ev7GXzFTPg)
  - b. Explains the future of millennials in the workforce in an extremely motivational and well crafted speech
- 5. “A Teacher’s Guide for the Best Entrepreneurship Lesson Plans”
  - a. <http://www.apexstriving.com/2016/10/best-entrepreneurship-lesson-plans/>
  - b. Long list of other entrepreneurial activities from a variety of sources

Name:

Date:

## Basics of Marketing

### Note Catcher

*Identifying your target market(s) makes it easier and more cost effective to reach your potential customers.*

**Directions:** Follow along the Basics of Marketing PowerPoint and complete the missing information below.

To build a strong foundation for a business, it is imperative to 1) \_\_\_\_\_.

2) \_\_\_\_\_. Therefore, it is impractical and unrealistic for a business to develop and market a product that appeals to everyone.

Very few products have enough broad appeal to warrant marketing to mass audiences. Therefore, it is important for a company to decide what customer group or groups it will serve. These groups are called 3) \_\_\_\_\_.

Members of a target market have similar 4) \_\_\_\_\_ and 5) \_\_\_\_\_.

**CFU: What are some of the consequences a company might face if they choose to market their product/service to a mass audience instead of targeting a specific market?**

*"The consequences of a company who chooses to market their product to a mass audience may experience ..."*

Building a target market relies on 6) \_\_\_\_\_ and 7) \_\_\_\_\_.

Demographics tell you 8) \_\_\_\_\_ by providing statistical information about their age, gender, location, education level, income level, race, employment, etc.

For example, the demographics of your target market might be: **(9) Provide an example of a target market.)**

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In addition to knowing who your audience is, you need to know 10) \_\_\_\_\_ or  
11) \_\_\_\_\_. This allows you to can communicate 12) \_\_\_\_\_  
\_\_\_\_\_.

This psychographic information is what makes people 13) \_\_\_\_\_!

Psychographics tell you 14) \_\_\_\_\_ by providing information about  
their habits, hobbies, attitudes, beliefs, values, etc.

By adding psychographics, you might learn that members of your target market: **(15) What  
psychographic information might you learn?)**

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**CFU: The target demographic for Zipcar is the millennial, urban dweller. What problem do  
you think the service solves for their demographic?**

*"The problem that the Zipcar service is solving for the millennial, urban dweller demographic is ..."*

**“40/40/20 rule”** popularized in the 1960s by marketing expert Ed Mayer.

**40%** of the success of your marketing is dependent on 16) \_\_\_\_\_

**40%** of the success of your marketing is dependent on 17) \_\_\_\_\_

**20%** of the success of your marketing is dependent on 18) \_\_\_\_\_

## Written Analysis - Position Statement

Directions: Answer the following prompt regarding Facebook's use of consumer data for marketing purposes.

1. Identify your position.
2. Provide two - three reasons for WHY your position is correct.
3. (*Advanced*) Propose a solution for the current Facebook dilemma.

Online platforms like Google and Facebook allow you to advertise to very specific audiences that you define. The amount of information that these, and other platforms like them, have about their users has been the topic of a lot of concern and debate about issues related to privacy. This attention has also emphasized the extreme importance and value of consumer data.

Why might it be lucrative (\$\$\$) for Facebook to give or sell consumer data to potential companies? Should they be able to give or sell data from their own database?

[illegible]

## Basics of Marketing

### Note Catcher

*Identifying your target market(s) makes it easier and more cost effective to reach your potential customers.*

**Directions:** Follow along the Basics of Marketing PowerPoint and complete the missing information below.

To build a strong foundation for a business, it is imperative to **1) conduct market research and identify target market(s).**

**2) Very few products have enough broad appeal to warrant marketing to mass audiences.** Therefore, it is impractical and unrealistic for a business to develop and market a product that appeals to everyone.

Very few products have enough broad appeal to warrant marketing to mass audiences. Therefore, it is important for a company to decide what customer group or groups it will serve. These groups are called **3) target markets.**

Members of a target market have similar **4) wants** and **5) needs.**

CFU: **What are some of the consequences a company might face if they choose to market their product/service to a mass audience instead of targeting a specific market?**

*(Possible answers: waste time, waste money, lose competitive advantage)*

Building a target market relies on **6) demographics** and **7) psychographics.**

Demographics tell you **8) WHO your customer is** by providing statistical information about their age, gender, location, education level, income level, race, employment, etc.

For example, the demographics of your target market might be: **(9) Provide an example of a target market.)**

*Examples from PowerPoint*

- Single women
- 20 to 35 years of age
- Live in urban areas
- Earn an average annual income of \$45,000

In addition to knowing who your audience is, you need to know **10) what their problems are** or **11) what result they want to achieve**. This allows you to can communicate **12) what the product/service can do for them**.

This psychographic information is what makes people **13) want to buy!**

Psychographics tell you **14) WHY your customer buys** by providing information about their habits, hobbies, attitudes, beliefs, values, etc.

By adding psychographics, you might learn that members of your target market: **(15) What psychographic information might you learn?)**

*Examples from PowerPoint*

- Are seeking long-term relationships
- Love to travel
- Are repaying student loan debt
- Regularly volunteer

**CFU: The target demographic for Zipcar is the millennial, urban dweller. What problem do you think the service solves for their demographic?**

*(Possible answers: owning a vehicle in a densely populated area; high cost for parking an individually owned vehicle; etc.)*

**“40/40/20 rule”** popularized in the 1960s by marketing expert Ed Mayer.

**40%** of the success of your marketing is dependent on **16) target audience**;

**40%** of the success of your marketing is dependent on **17) your offer [product or service]**;

**20%** of the success of your marketing is dependent on **18) creativity**.

## Developing a Market Strategy Activity

### Directions and Rubric

#### ASSESSING MARKET STRATEGIES – SMALL GROUP ACTIVITY

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1) Solved a problem or them achieve a result, 2) was uniquely aligned to the target market, and 3) stood out from the competition.

**Rate each item on a scale of 1 to 10, 10 being the best**

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Solved a problem or helped achieve a result				
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Stood out from competition				
<b>Total Score</b>				