



# Target Markets

**Illinois CTE Endorsement Area:**  
**Business, Marketing and Computer Education**  
*Teacher and Student Editions*

Original Lesson Developers: Megan Freymann and Tara Pendleton  
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Converted to Format by Karen Aldworth  
Current Phase of Lesson: Phase 3 of 5



**Illinois**  
**State Board of**  
**Education**



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**Lesson Overview:**

In order to run a successful business, target markets must be researched and identified to advertise successfully. Students will learn the components of discovering a target market. Then, students will create their own business that includes the following steps: determining their general idea of products/services they will offer, conduct their own market research, analyze their market research, and finally define their target market.

**Classes or Discipline:**

- Business Classes

**Career Cluster:**

- [Business Management & Administration](#)

**Illinois CTE Endorsement Area**

- [Marketing](#)

**Grade Level(s):**

- Appropriate for grade levels 9 - 12

**Suggested Days/Minutes:** 5 hours

**Learning Objectives:**

At the conclusion of this lesson, students will be able to:

- Assess the steps to identify a target market.
- Explore how to successfully market to that specific group.

**Standards Addressed:**

- Marketing Achievement Standard:
  - Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.
- Common Core Learning Standards:
  - Writing Standards 9-10 level
    - Write informative/explanatory texts to examine and convey complex ideas, concepts, and information clearly and accurately through the effective selection, organization, and analysis of content.

**Enduring Understandings:**

- Students should be able to understand the overall concept of a target market from both sides – as a consumer and as a possible business owner/employee.
- Understanding the importance of identifying a target market will naturally make an individual a smarter consumer.
- It would also help them make wiser marketing decisions as an employee.

## Resources and References:

1. Access to Internet for both student and teacher
2. Access to a computer for both student and teacher
3. Article: [How to Define Your Target Market](#)
4. Slides: [Starting Your Business](#)
5. YouTube video: [Founder Movie: Ordering meal first time in McDonalds \(clip 2\)](#)

## Essential Employability Skills:

There are four [essential employability skills](#)

- Personal Ethic: integrity, respect, perseverance, positive attitude
- Work Ethic: dependability, professionalism
- Teamwork: critical thinking, effective and cooperative work
- Communication: active listening, clear communication

The focus of this lesson is on critical thinking, effective and cooperative work, and clear communication.

Skill	How it is addressed:
Critical Thinking	During the creation of the product/service idea and specific components of the business plan, students will need to think critically about the best options for their business in particular.
Effective and Cooperative Work	Throughout this lesson, students will work in groups to simulate the process of starting a small business. During this time, they will need to work together both creatively and cooperatively.
Clear Communication	Students will need to clearly communicate the importance of their new product/service in a persuasive manner.

## Suggested Differentiation Strategies:

- There are several different modes of information access and product creation - group discussion, video, written answer and presentations.
- The use of group work allows students to lean on each other in areas in which they may struggle while taking more leadership roles in areas where they excel.
- If students struggle with writing, they can be given the opportunity to explain their answer using recordings or videos.

Throughout this lesson the teacher notes and comments are in red.

## **1. Engage: (15 minutes)**

1. Watch [Founder Movie: Ordering meal first time in McDonalds \(clip 2\)](#)  
The purpose of this clip is to spark interest in creating a new product or service. This clip shows a very common product adaptation in our world through the eyes of someone who has never experienced it. Any highly successful product/service will fulfill a need, even when the customer does not realize that the need exists.
2. What consumer needs were satisfied by the new way the McDonald brothers were serving hamburgers?  
Key: quality, timeliness, convenience
3. Brainstorm current needs that are not adequately satisfied by products/services right now.  
(No need to come up with the product for them, just the needs.)
  - a. This could be done in small groups using breakout rooms or as a whole class.
  - b. If brainstormed in small groups, include time to share with class so everyone hears all brainstormed ideas.

## **2. Explore: (60 minutes)**

### **Part 1:**

1. In a group of 2 or 3 students, you need to research a small business or a larger company you are familiar with.
2. Prepare a presentation that includes the following information:
  - a. Short background of the business
  - b. Who are their competitors?
  - c. Who is their target market?
  - d. What are the target market's needs and wants?
  - e. Provide a couple examples of prices for the product or service.
3. Present as an entire group or choose a representative from your group to share your findings.
4. For each presentation, provide your opinion on whether the business markets effectively to their target group.

Resource: [How to Define Your Target Market](#)

Guide their discussion. Be sure the conversation focuses on the following:

- a. Look at your current customer base
- b. Check out your competition
- c. Analyze your product/service

- d. Choose specific demographic to target
- e. Consider the psychographics of your target
- f. Evaluate your decision

## Part 2:

1. In a group of 2 or 3, complete slide 2 of this document: [Starting Your Business](#). Explain to the students that this document will take them through the first two steps when creating a small business.
2. Discuss in your group what would be a good business, then write out a detailed description of it. Be sure to identify the target market and their needs.
3. After your group has completed the document, prepare to present your ideas to the class.

## **3. Explain: (30 minutes)**

Explain Part I: Use the information from Explore Part I

1. What is involved in 'checking out your competition'?  
It is important to identify WHO your competitors are and WHAT they are selling. Then, you need to look at the price point for their product/service. It's also wise, as a business owner, to review their marketing tactics.
2. Give one example of a demographic to target.  
Answers may include: teenagers, elderly, male/female, those living in Illinois, etc.
3. Why is it important to look at your current customer base?  
You must know as much about your current customer base as possible to market to them effectively:
  - a. Do they watch commercials?
  - b. Do they read magazines?
  - c. What are their current trends?
  - d. What's popular for their particular group?
  - e. How do they communicate?
  - f. Do they use social media?

Explain Part II: Use the information from Explore Part II

1. Define 'psychographics of your target market'.  
This describes your market's personal characteristics, which includes personality, attitudes, values, interests/hobbies, lifestyles, behavior

2. Why is it important to identify a specific demographic to target?  
If you do not know your target market, you do not know how to effectively market them.
  - a. Do they use social media?
  - b. Do they read newspapers?
  - c. Do they ride bikes?
  - d. What kind of tv shows do they like?
3. What is included when analyzing a product/service?  
Listing the benefits of each product/service, using a professional logo, listing people who have a need that your product/service fulfills.

#### **4. Elaborate/Extend: (90 minutes)**

1. In your same group, now complete slide 3 and 4. These slides include creating and conducting a short market research survey.
2. All research completed at an educational institution requires Internal Review Board (IRB) approval before being conducted. Talk to your teacher about IRB approval.  
No, the high school probably does not have an IRB requirement, but it is not a bad idea for students to get in the habit of gaining approval before implementation of anything involving the public. If nothing else, this provides the teacher the opportunity to review the instrument and require changes before it is utilized.
3. Analyze the data you receive from your surveys. List several common themes emerging from your data.
4. Identify your target market on slide 4 and describe it in detail.  
One example of a market survey is provided on slide 3. Encourage the students to look at more examples if needed. Time will need to be provided for students to take each other's surveys.

#### **5. Evaluate:**

The following are possible means to evaluate student mastery of the objectives and standards addressed in this lesson.

1. In your same groups, create a 3-5 minute presentation on your business to the class that you completed in the Explore and Elaborate section.
2. Your instructor may use the following rubric to assess your assignment  
Review the different parts of the rubric with your students so they have a full understanding of expectations.

	0 (no information included)	1 (some information included)	2 (all information included)
Define customer base			
Competition research			
Analyze product or service			
Specific demographics to target			
Psychographics of target market			

Notes:

All ILCTE lessons are vetted by Curriculum Leader, Dr. Brad Christensen.

To see a review of this lesson by previous users, [click here](#).

We invite users of this lesson to [click here](#) to leave follow up information and rating.

We would like to publish pictures / videos of your students using this lesson. Please send to Rod McQuality at: [rdmcquality@ilstu.edu](mailto:rdmcquality@ilstu.edu). By sending pictures, you have met all the picture / video release for your school.

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# Target Markets

*Student Edition*

## Lesson Overview:

In order to run a successful business, target markets must be researched and identified to advertise successfully. Students will learn the components of discovering a target market. Then, students will create their own business that includes the following steps: determining their general idea of products/services they will offer, conduct their own market research, analyze their market research, and finally define their target market.

## Learning Objectives:

At the conclusion of this lesson, students will be able to:

- Assess the steps to identify a target market.
- Explore how to successfully market to that specific group.

## Enduring Understandings:

- Students should be able to understand the overall concept of a target market from both sides – as a consumer and as a possible business owner/employee.
- Understanding the importance of identifying a target market will naturally make an individual a smarter consumer.
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- Communication: active listening, clear communication

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Skill	How it is addressed:
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Effective and Cooperative Work	Throughout this lesson, students will work in groups to simulate the process of starting a small business. During this time, they will need to work together both creatively and cooperatively.
Clear Communication	Students will need to clearly communicate the importance of their new product/service in a persuasive manner.

### **1. Engage:**

1. Watch [Founder Movie: Ordering meal first time in McDonalds \(clip 2\)](#)
2. What consumer needs were satisfied by the new way the McDonald brothers were serving hamburgers?
3. Brainstorm current needs that are not adequately satisfied by products/services right now.

### **2. Explore:**

#### **Part 1:**

1. In a group of 2 or 3 students, you need to research a small business or a larger company you are familiar with.
2. Prepare a presentation that includes the following information:
  - a. Short background of the business
  - b. Who are their competitors?
  - c. Who is their target market?
  - d. What are the target market's needs and wants?
  - e. Provide a couple examples of prices for the product or service.
3. Present as an entire group or choose a representative from your group to share your findings.
4. For each presentation, provide your opinion on whether the business markets effectively to their target group.

#### **Part 2:**

1. In a group of 2 or 3, complete slide 2 of this document: [Starting Your Business](#).
2. Discuss in your group what would be a good business, then write out a detailed description of it. Be sure to identify the target market and their needs.
3. After your group has completed the document, prepare to present your ideas to the class.

### **3. Explain:**

Explain Part I: Use the information from Explore Part I

1. What is involved in 'checking out your competition'?
2. Give one example of a demographic to target.
3. Why is it important to look at your current customer base?

Explain Part II: Use the information from Explore Part II

1. Define 'psychographics of your target market'.
2. Why is it important to identify a specific demographic to target?
3. What is included when analyzing a product/service?

### **4. Elaborate/Extend:**

1. In your same group, now complete slide 3 and 4. These slides include creating and conducting a short market research survey.
2. All research completed at an educational institution requires Internal Review Board (IRB) approval before being conducted. Talk to your teacher about IRB approval.
3. Analyze the data you receive from your surveys. List several common themes emerging from your data.
4. Identify your target market on slide 4 and describe it in detail.

### **5. Evaluate:**

Your teacher may use the following to assess your understanding of the material presented in the lesson.

1. In your same groups, create a 3-5 minute presentation on your business to the class that you completed in the Explore and Elaborate section.
2. Your instructor may use the following rubric to assess your assignment.

	0 (no information included)	1 (some information included)	2 (all information included)
Define customer base			
Competition research			
Analyze product or service			
Specific demographics to target			
Psychographics of target market			