

## Lesson Plan—Target Marketing Using *Virtual Business*<sup>®</sup>

Instructor:	Date:
Course Title:	
Unit:	Specific Topic: <b>Target Marketing</b>
<p>Instructional Goal: (outcome that students should be able to demonstrate upon completion of lesson)</p> <ol style="list-style-type: none"> <li>1) Students will be able to define and explain identified terminology.</li> <li>2) Students will use promotional strategies to increase customer awareness of store.</li> </ol>	
<p>Performance Objective: (use an action verb in a description of measurable outcome)</p> <ol style="list-style-type: none"> <li>1) Using the Targeted Marketing Activity of <i>Virtual Business</i>, students will complete a targeted promotional campaign for the store Deluxo.</li> <li>2) Using the information gained from this lesson, students will conduct promotional activities to increase awareness of target marketing by at least 1 percent.</li> </ol>	
<p>Rationale: (brief justification of why you feel the students need to learn this topic)</p> <p>Students should realize the importance of market segmentation (having a target market) to maximize the effect of the money they spend on promotion. Students will apply the knowledge gained in this lesson to their <i>Virtual Business</i> simulation activity.</p>	
<p>Instructional Procedures:</p> <p><b><u>Introduction</u></b> (5 minutes)</p> <p>Have students break into groups of two or three. On the board, write three food retail businesses and ask the groups to come up with characteristics of the people who shop at those stores (income, age, gender, ethnicity, lifestyles, geographic location, etc.). Sample stores (depending on your location): Big Y, Dairy Mart, and SAMS.</p> <p>After students have brainstormed for a few minutes, ask groups for a sample of their responses. Write their responses on the board under the designated store.</p> <p>Initiate discussion on why they came up with those descriptions. In your discussion, introduce the terms that they will use in the activity.</p> <p>NOTE: There are two activities on the Student Handout.</p>	

Instructional Procedures (continued)

Virtual Business Activity Instructions (10 minutes)

You're in charge of the promotion for Deluxo. Deluxo is a store that just opened in a neighborhood of wealthy people. Deluxo charges premium prices relative to its competitor, Cheapo. Your task is to make customers aware of Deluxo. Because you have limited cash and only certain customers will be willing to pay Deluxo's prices, you'll have to be very focused in your marketing.

Inform the students of the types of promotion available: direct mail, newspapers, billboards, and radio. Clarify the types of promotion if necessary—what it is, the pros and cons, etc.

Give students guidelines to answer the question, What's your promotional strategy focus?

- If sending out direct mail, what type of customers should you focus on? For example, should you concentrate on customers with a certain income level who are concerned about price, or concentrate on customers who are concerned about the location of your store?
- If advertising in the newspaper, which section of the newspaper should you focus on, knowing that one of the demographic factors of your neighborhood is that it is a wealthy area?
- If advertising using billboards, where should your billboard be placed?
- If using radio as a promotional tool, how can you focus on a certain market?

Activity (10 minutes for each activity) (or next class meeting 30 minutes)

*Note: If students don't know how to complete Market Research using Virtual Business or don't know how to segment a mailing list, guide students through an example.*

Give students the handout for this activity and assist students when necessary.

Closure (5 minutes)

Remind students about the importance of knowing why you are focusing on a specific market when conducting promotional activities. It is easier to be successful if you know what your market is for your business.

Evaluation Procedures:

Completed handouts will be part of a *Virtual Business* portfolio. The portfolios are graded for completeness.

Materials and Aids:

- Pen/pencil
- Handout/overhead/textbook for vocabulary words
- Target Marketing handout
- Computer/LCD projector (if available)/*Virtual Business* program