

DEMOGRAPHIC AGE RANGE

FIDM's Just for Educators Classroom Projects & Activities



Objective:

To establish a common understanding of demographic study related to marketing a product and to allow students to research and analyze data and present their results in a promotional format

Suggested for: *Business Education, Home Economics, Social Studies Departments*

Student Activities:

Students work in teams of 3-4 members to research the history of a new product. They find out the type of store selling that specific category of product, the age group of the target customer, the annual sales figures for the product, and then write a five-question consumer survey about the product. They have

several people in the age group of the target customer complete the survey. The team then writes a 1-2 page report on the product's background, demographics, and, using the results of the survey, current consumer attitudes toward the product. They create a visual aid and marketing slogan (with related advertising ideas) based on their findings to use when they promote the product to the class.

Arizona State Standards:

• Marketing Management and Entrepreneurship

- 4.0 Analyze factors that influence consumer behavior.
- 4.1 Describe how personal values influence choices and goals.
- 4.2 Describe how diversity influences purchasing decisions made by consumers.
- 8.0 Practice critical thinking, problem solving, and decision making skills applicable to marketing.
- 16.0 Demonstrate oral communication skills for the marketing field.
- 16.6 Prepare and deliver presentations.
- 17.0 Demonstrate written communication skills for the marketing field.
- 17.1 Conduct formal/informal research to collect appropriate topical information.

California State Standards:

• Fashion and Interior Design Industry Sector

- A10.0 Students understand the skills and procedures necessary for sales and marketing in the fashion industry.
- A10.3 Analyze sales and marketing techniques for effectiveness.
- B4.0 Students understand the main principles of sales and marketing in the interior design and furnishings industry.

Washington State Standards:

• Essential Academic Learning Requirements: Writing

2. The student writes in a variety of forms for different audiences and purposes.

• Essential Academic Learning Requirements: The Arts

2. The student demonstrates thinking skills using artistic processes.

National Standards:

• Business Education: Marketing

- I Foundations of Marketing
 - Achievement Standard: Recognize the customer-oriented nature of marketing and analyze the impact of marketing activities on the individual, business, and society.
- II Consumers and their Behavior
 - Achievement Standard: Analyze the characteristics, motivations, and behaviors of consumers.
- IV Marketing Research
 - Achievement Standard: Analyze the role of marketing research in decision making.

• Family and Consumer Sciences: Textiles, Fashion and Apparel

- 16.5 Evaluate elements of textile, apparel, and fashion merchandising.
- 16.5.1 Apply marketing strategies for textile, apparel, and fashion products.
- 16.5.6 Apply research methods, including forecasting techniques, for marketing apparel and textile products.

Materials Needed:

- Access to online databases
- Availability of library research with Librarian assistance
- Magazines with product reviews
- Paper
- Pens
- Presentation/poster boards in colors
- Scissors
- Glue sticks

Warm-Up Exercise:

Ask students what new products they have noticed in stores recently. Have them brainstorm about new products that have been developed in the past five to ten years. What were the new products? What are their current functions? Who uses them? Are they still popular? Why or why not? Which ones became one-hit wonders and which ones have developed longevity?

Project Guidelines- Group Discussion:

1. Have teams of three or four students explore the history of a new product and list the following:
 - A. The type of store selling that specific category of product
 - B. The age group of the target customer
 - C. Sample demographic information request — (The following request was made by the promoter of a free movie screening.)

Check the box that applies

You must be 18 to register

.....	Under 21
.....	21 - 28
.....	29 - 34
.....	35 - 40
.....	41 - 46
.....	47 - 55
.....	55 - 64
.....	65 & Over

D. Yearly sales figures for the product

6. Have students write a short, five-question survey about the product.
7. Have students write a 1-2 page report on the product's background, demographics, and current consumer attitudes toward the product.
8. Have students create a visual aid and a marketing slogan (with related advertising ideas), based on their findings, to use when they promote the product to the class.

Possible Follow-up:

Have students do Internet and/or magazine research to find a new product that hit the market within the past 30 days and bring their findings to class for further discussion.

Possible tie-in to Project Based Learning:

Have student teams create and market their own products.