

Lesson Plan

Venture: Entrepreneurial Expedition®

Recognizing Business Opportunities & Planning to Start Your Business

🕒 50–65 minutes

Prerequisite: Recognizing Business Opportunities & Planning to Start Your Business



INSTRUCTIONS

Each digital lesson is supplemented with a follow-up synchronous lesson plan to extend and reinforce learning. Activities and questions are structured in a way that supports both in-person and virtual classroom settings.

OBJECTIVES

Students will be able to...

- Define target market.
- Identify the steps to conducting market research.
- Conduct basic primary and secondary research.
- Be able to explain the importance of identifying a target market segment.
- Be able to explain the importance of identifying competitors and determining a competitive advantage.

MATERIALS

- Print Student Worksheet, will need two t-shirt templates.
- Markers, colored pencils

PROVIDED STUDENT & TEACHER MATERIALS

- Planning and Building a Business: Student Worksheet
 - Student worksheet with t-shirt template and questions.

LESSON OVERVIEW

Students will create a t-shirt based on a target market and consumer profile.

SECTION	DESCRIPTION/FORMAT	DURATION
Opening	Provide each student with the t-shirt template worksheet. Ask the group to quick sketch of a t-shirt that represents their school. Avoid giving examples or ideas about the t-shirt and allow students to be creative. Do not share the intended consumer of the t-shirt. After students have created a t-shirt, have students put the drawing to the side. The students will use the t-shirt design later in the lesson. Background Information: Students will need to complete Lesson 2 before completing this lesson.	10 mins
Introduction to New Material	Ask the class the following questions: • If I asked you to create a t-shirt for the students at your school, would the design be different? Why? Feel free to chart the answers to the questions on the board, poster or computer projection. • If I asked you to create a t-shirt for the teachers at your school, would the design be different? Why? Today we are going to design t-shirts based on a target market and consumer profile. Before designing the t-shirt, as a class we will determine: • Target Market Segment of the t-shirt • Consumer Profile Define the following vocabulary: • Consumer Profile: Identifying a target market segment helps find very specific information about a group of potential customers called a Consumer Profile. • Target Market Segment: Target Market is a specific group of customers in the broader target market who are most likely to buy a product or service. Pass out worksheet and model Part 1 with the class. Introduce Key Terms • Market Research: Market Research is an organized way to gather and understand information needed to make informed business decisions based on the potential customers and competitors that exist in the market.	10 mins
Activity/Practice	Divide the students into three groups. In these groups, students will create t-shirts that represent their school for a specific consumer: teacher, parent or community member. Assign each group a consumer. If you prefer smaller groups, assign the same consumer to multiple groups. Students will need to complete Part 2 of the worksheet before they begin their design of the t-shirt.	45 mins

SECTION	DESCRIPTION/FORMAT	DURATION
Activity/Practice (cont'd)	<i>EXTENSION: Once students have designed the t-shirt, have them explore online websites to determine the cost to make each t-shirt based on their design. See the attached extension activity for directions.</i>	
Closing	Each group will present their t-shirt design to the class. Each student will reflect on the closing questions on the worksheet.	10 mins