ESSENTIAL QUESTIONS
What group of people will most likely attend the Velcro Pygmies concert?
How does an entertainment entity identify and communicate with its target market?

OVERVIEW
Creating a successful marketing plan begins with identifying consumers of the product or service you are attempting to sell. Every product or service will appeal to the wants and needs of a certain market. For example, the target market of a new shade of lipstick may be an adult female, while the target market of a new line of baby bottles may be an adult female or male with children. Target marketing is developing a strategy with your consumers in mind. However, it is more beneficial to take target marketing one step further by using market segmentation. Market segmentation breaks the target market into smaller, more specific groups. This allows the marketer to promote their product or service differently to each group. Market segmentation consists of four categories: Demographic, Geographic, Behavioral, and Psychographic.

Demographic Segmentation. Demographic qualities include personal statistics, such as age, gender, income, ethnicity and occupation. Demographic segmentation is one of the most clearly identifiable. Therefore it is one of the most commonly used segments. Every person has an age, gender and income which makes demographic segmentation the easiest way to diversify individuals.

Geographic Segmentation. Consumers can be segmented geographically by region, climate or population density. This segment can also include the distance at which a consumer will travel to obtain a product or service.

Behavioral Segmentation. How is the consumer going to use the product? Consumers can be divided in segments by answering this simple question. Variables that affect behavioral segmentation are usage rate, buying status (potential, first-time, occasional, or repeat consumers), and brand loyalty.

Psychographic Segmentation. Everyone has different values, beliefs and attitudes. Consumers can be segmented based on how they feel and think about a product or service. Surveys are very useful when grouping consumers based on psychographics.

Identifying the target market and creating a market segmentation profile will prove to be extremely beneficial when determining the most effective marketing strategies to promote a rock concert. Although this step can be time consuming and vary greatly depending on a number of variables, the research gained will aid in the decision making process throughout this program.

Be sure to stress the importance of gathering as much information as possible before making any decisions. This is not only important in marketing, but also a key concept that should be implemented in daily life. Informed decision making based on facts is a skill that can and should be used throughout a persons’ entire life.
Upon completion of this lesson, students will develop the skills through which they may:

- Identify the target market for the Velcro Pygmies concert.
- Develop a customer profile related to the target market.
- Analyze the research and apply knowledge of target market and market segments to develop effective marketing strategies to promote the Velcro Pygmies concert.

**ACTIVITIES**

**Identify the target market for the Velcro Pygmies concert fundraiser:**
Students can learn how to identify the target market of an event by analyzing various events they are familiar with, such as awards shows and concert tours.

- Present the definition of target market to the class.
  - Target Market: a specific group of consumers at which a company aims its products or services.
- Read the definition together as a class and remove the definition from the students’ view.
- Instruct students to write the definition of target market in their own words as if they were explaining the concept of target market to a friend or colleague.
- Encourage students to share their definitions with the class.
- Distribute Handout 6: Target Market
- Instruct students to complete the handout by researching each event. Remind them to make informed decisions and provide evidence to support their decision.
- Use the following questions to prompt classroom discussion:
  - What elements of each event aid in determining the target market? (Genre, Venue, etc.)
  - How does the mode of communication (social media, email, telecommunications, etc.) change depending on the target market?
  - When is it possible to have more than one target market for a particular event?
- Brainstorm and create a list of potential target markets for the Velcro Pygmies concert.
  - Examples: Middle School Students, High School Students, Athletes, Community Members, etc.
- Debate different target market options using the following activity:
  - Each student will choose the target market they believe is most feasible.
  - Group students based on their choices (similar choices together).
  - Distribute Handout 7: Debate Instructions.
  - Use the handout as a guide to moderate the debate. Remind students to be polite and respectful to their opponents.
  - Each team will debate using evidence to defend their target market choice.
- Collectively decide on the final target market for the Velcro Pygmies concert fundraiser.
- Life application: It is okay to have different opinions, it is not okay to disrespect someone with a different opinion. Everyone is different, which means you are not always going to agree with everyone. However, a sign of maturity is being able to disagree without being disrespectful.
Develop a customer profile related to the target market.

This task requires a large amount of research. However, by creating a customer profile for the target market, students will be able to make informed decisions regarding the marketing strategies used to promote the rock concert.

- Distribute Handout 2: Independent Research.
- Instruct students to use the handout as a guide to their research.
  - **Topic:** Assign each student one of the 4 types of market segmentation (Geographic, Demographic, Psychographic and Behavioral)
- Allow students to Team Teach using the following format:
  - Divide the class into groups based on their market segmentation independent research assignments. (Ex. - All students who researched Geographic segmentation grouped together.)
  - Each group must compile their market segmentation research and provide a thorough definition and one example to help explain the concept of their assigned market segment.
  - Allow each group 20 minutes to develop a presentation.
  - Each group will present their market segment (definition and example) to the class using one form of technology (PowerPoint, Prezi, PowToon, NearPod, etc.).
  - After each presentation, review the concepts presented by the students and solicit questions from the audience.
- Distribute Handout 8: Market Segmentation.
- Instruct students to complete the handout using their knowledge of market segmentation.
- Distribute Handout 9: Customer Profile.
- Explain and discuss the event #1 example.
- Use the following questions to prompt classroom discussion:
  - Why are Coachella event promoters concerned with the hobbies and interests of their target market?
  - Is there anything on the customer profile that is surprising? Why?
  - What other variables could be added to the customer profile?
  - Which variables would change if event #1 was Bonnaroo (Located in Tennessee) instead of Coachella? Which variables would stay the same?
- Instruct students to complete the handout using their knowledge of market segmentation.
- Use the following questions to prompt classroom discussion:
  - What are the advantages of using market segments to promote an event?
  - What are the disadvantages of using market segments to promote an event?
- Distribute Handout 10: Concert Customer Profile.
- Instruct students to complete the handout using their knowledge of target market and market segmentation.
- Instruct students to use the customer profile to create a visual collage that represents the customer they are trying to target for the Velcro Pygmies concert.
  - This assignment can be completed using technology, such as Photoshop, Canva, and Glogster or as simple as poster board, old magazines and glue sticks.
  - Media 1: Created Using Canva may be used as an example.
Analyze the research and apply knowledge of target market and market segments to the promotion of the Velcro Pygmies concert fundraiser. Identifying the target market and researching the market segments to develop a customer profile takes quite a bit of effort. However, the hard work will pay off when it comes to creating effective marketing strategies to promote the rock concert. Refer to the wealth of information your students have compiled regarding the target market to guide the following activities.

- Distribute Handout 12: Decision Matrix Example.
- Use the handout to introduce the concept of using a decision matrix.
- Discuss situations when using a decision matrix would be helpful.
  - Be sure to use situations relatable to the students.
  - Examples: A decision matrix could be helpful when making decisions about:
    - The courses to take next year
    - The kind of car you should buy
    - Which college or training school you might attend
- Use Handout 11: Decision Matrix Example Key to complete the example together as a class.
- Use color coding and thorough step explanation to ensure student understanding.
- Distribute Handout 11: Decision Matrix Example Key.
- Encourage students to check their work and make corrections if necessary.
- As a class, brainstorm ideas of how to best promote the rock concert.
  - Remember to use the customer profile and information gained through the market segmentation research.
- Distribute Handout 13: Decision Matrix.
- Using the list of brainstorm ideas, customer profile and market segmentation research, complete the decision matrix together as a class or Instruct students to complete individually.
  - Suggestions for criteria:
    - **Cost Effective** – Since this is a fundraiser, you want to save money wherever possible.
    - **Inform Community** - Is the event open to the public?
    - **Raise Awareness** – What are you raising money for? Use this opportunity to inform people of the worthy cause.
    - **Fan Engagement** – It is important to build relationships with your fans or potential concert attendees.
    - **Maximum Reach** – You want to let as many people know about your concert as possible in hopes of increasing attendance.
- Analyze the decision matrix results and determine the most effective marketing strategies to promote the Velcro Pygmies concert.
  - There is not only one correct marketing strategy. Many marketing strategies should be used to create a successful marketing campaign.
  - This decision matrix is simply a guide to narrow and determine what strategies will be most effective.
  - *Life Application: Life gives you many choices, it is up to you to make the best one.*
LESSON 2: TARGET MARKET AND MARKET SEGMENTATION

COMMON CORE STATE STANDARDS

Literacy Standards for Grades 6-12: History/Social Studies, Science and Technical Subjects
College and Career Readiness Reading Anchor Standards for Grades 6-12

Reading 1: Read closely to determine what the text says explicitly and to make logical inference from it; cite specific textual evidence when writing or speaking to support conclusions drawn from the text.

Reading 10: Read and comprehend complex literary and informational texts independently and proficiently.

Literacy Standards for Grades 6-12: History/Social Studies, Science and Technical Subjects
College and Career Readiness Writing Anchor Standards for Grades 6-12

Writing 1: Write arguments to support claims in an analysis of substantive topics or texts using valid reasoning and relevant and sufficient evidence.

Writing 4: Produce clear and coherent writing in which the development, organization, and style are appropriate to task, purpose, and audience.

Writing 6: Use technology, including the Internet, to produce and publish writing and to interact and collaborate with others.

Writing 8: Gather relevant information from multiple print and digital sources, assess the credibility and accuracy of each source, and integrate the information while avoiding plagiarism.

Writing 10: Write routinely over extended time frames (time for research, reflection, and revision) and shorter time frames (a single sitting or a day or two) for a range of tasks, purposes, and audiences.

Literacy Standards for Grades 6-12: History/Social Studies, Science and Technical Subjects
College and Career Readiness Anchor Standards for Speaking and Listening for Grades 6-12

Literacy 1: Prepare for and participate effectively in a range of conversations and collaborations with diverse partners, building on others’ ideas and expressing their own clearly and persuasively.

Literacy 2: Integrate and evaluate information presented in diverse media and formats, including visually, quantitatively, and orally.

Literacy 3: Evaluate a speaker's point of view, reasoning, and use of evidence and rhetoric.

Presentation of Knowledge and Ideas:

Literacy 4: Present information, findings, and supporting evidence such that listeners can follow the line of reasoning and the organization, development, and style are appropriate to task, purpose, and audience.

Literacy 5: Make strategic use of digital media and visual displays of data to express information and enhance understanding of presentations.
Literacy 6: Adapt speech to a variety of contexts and communicative tasks, demonstrating command of formal English when indicated or appropriate.

Literacy Standards for Grades 6-12: History/Social Studies, Science and Technical Subjects
College and Career Readiness Anchor Standards for Language for Grades 6-12

Language 1: Demonstrate command of the conventions of standard English grammar and usage when writing or speaking.

Language 4: Determine or clarify the meaning of unknown and multiple-meaning words and phrases by using context clues, analyzing meaningful word parts, and consulting general and specialized reference materials, as appropriate.

Language 5: Demonstrate understanding of figurative language, word relationships, and nuances in word meanings.

Language 6: Acquire and use accurately a range of general academic and domain-specific words and phrases sufficient for reading, writing, speaking, and listening at the college and career readiness level; demonstrate independence in gathering vocabulary knowledge when encountering an unknown term important to comprehension or expression.

MARKETING COMMON CAREER TECHNICAL CORE STANDARDS

5. Describe career opportunities and the means to achieve those opportunities in each of the Marketing Career Pathways.

   MK 5.2: Develop personal traits to foster career advancement in marketing.

10. Use marketing strategies and processes to determine and meet client needs and wants

   MK 10.4: Utilize marketing information to develop a marketing plan.
   MK 10.5: Acquire foundational knowledge of customer/client/business behavior to understand what motivates decision-making.

NATIONAL STANDARDS FOR BUSINESS EDUCATION

Communication

I. Foundations of Communication – Communicate in a clear, complete, concise, correct, and courteous manner on personal and professional levels.

II. Societal Communication – apply basic social communication skills in personal and professional situations.

III. Workplace Communication – Incorporate appropriate leadership and supervision techniques, customer service strategies, and personal ethics standards to communicate effectively with various business constituencies.
**Personal Finance**

I. **Personal Decision Making** – Use a rational decision making process as it applies to the roles of citizens, workers, and consumers.

V. **Buying Goods and Services** – Apply a decision-making model to maximize consumer satisfaction when buying goods and services.

**Entrepreneurship**

II. **Marketing** – Analyze customer groups and develop a plan to identify, reach, and keep customers in a specific target market.

VI. **Interactive Media** – Use multimedia software to create media rich projects.

**Marketing**

II. **Consumers and Their Behavior** – Analyze the characteristics, motivations, and behaviors of consumers.

V. **Marketing Research** – Analyze the role of marketing research in decision making.