

Teacher Overview

Zip Code Lookup is a way for teachers to not only discuss what a market analysis is with students but also for students to conduct a brief market analysis of their own.

This lesson allows you to teach or review definitions related to a market analysis. It also gives you the opportunity to talk to students about conducting research using the internet.

Time



When to Use This Lesson

This lesson should be done during the Marketing Unit. The teacher may also choose to discuss and conduct a market analysis during the Market Day project. Market analyses should take place while developing business models using the Business Model Canvas.

Students will not need any prior knowledge unless the teacher chooses not to discuss the definitions on the first page of the provided worksheet and use it a review before having students conduct their market analysis.

BEFORE CLASS PREPARATION

- > Review entire Zip Code Lookup lesson plan and PowerPoint. See notes in the PowerPoint.
- > Make copies of the Zip Code Lookup Worksheet
- > Check suggested websites for availability. If unavailable, find alternative sites to conduct market analysis.

LEARNING OBJECTIVES

- > Principled Entrepreneurship LO 5d

KEY TERMS

- > Market Analysis • Demographics • Psychographics • Geographics

MATERIALS

- > Zip Code Lookup Worksheet
- > Zip Code Lookup PowerPoint
- > Computers/Laptops/Tablets for students to access the internet

FOUNDATIONAL VALUES

- > Knowledge
- > Win-Win Focus
- > Sound Judgment

ACTIVITY INTRODUCTION:

Ask "How do companies or entrepreneurs know they should start a business or sell a product or service in a particular location?"

- > The responses should be something along the lines of "market research."
- > One way of doing that is by doing a market analysis.

ACTIVITY DIRECTIONS:

- > Give each student a copy of the Zip Code Lookup Worksheet.
- > Work through the Zip Code Lookup PowerPoint.
- > At the end of the PowerPoint and discussion, allow studentst time to do their own market analysis using zip codes

DEBRIEF

- > See PowerPoint notes for possible debrief questions.