

<p>PA Achievement Standard(s): Identify and Meet a Market Need Link for the achievement standard: http://www.pdesas.org/Standard/Views#114,115,116,117 14121 0 0</p>	
<p>▶ Big Idea/Essential Questions:</p> <ul style="list-style-type: none"> ▶ What is the value of market research? ▶ How to perform market research? ▶ How to identify your competition? 	
<p>Competencies: The students will be able to...</p> <ul style="list-style-type: none"> • The student will be able to identify a target market by understanding customers. • The student will be able to research a market using primary and secondary data. • The student will be able to identify the five steps involved in primary data market research. • The student will be able to design a questionnaire. • The student will be able to determine direct and indirect competition. • The student will be able to analyze the strengths and weaknesses of competitors. • The student will be able to establish strategies for maintaining customer loyalty 	
<p>Learning Plan</p>	
<p>Suggested Activities/Strategies</p>	<p>Assessment Evidence:</p>
<ul style="list-style-type: none"> • Vocabulary notebook • Textbook reading • Discussion • Lesson review questions • Workbook • Guided practice • Critical thinking • Business Plan Project 	<ul style="list-style-type: none"> • Teacher observation • Presentation • Chapter/unit test • Apprentice Response sheet • Shark Tank Written Reflection