ACTIVITY 1  
**WHICH TYPE OF GOOD?**  

Complementary or Substitute?

*Directions: For each good, write “C” for complementary or “S” for substitute.*

- Right and left shoes ................. ________
- Sweaters and sweatshirts ............... ________
- Hot dogs and ketchup ..................... ________
- Nickels and dimes ........................ ________
- Ice cream and sorbet ...................... ________
- Pencils and markers ....................... ________
- Gasoline and car .......................... ________
- Flat screen TV and DVD player ........... ________

Normal or Inferior?

*Directions: For each good, write “N” for normal or “I” for inferior.*

- Instant coffee .............................. ________
- Public transportation ...................... ________
- Hamburger .................................. ________
- Sports convertible ......................... ________
- Filet mignon steak ......................... ________
- Frozen dinner .............................. ________
- Designer jeans ............................. ________
- New laptop computer ...................... ________
**Activity 2**  
**Putting the Four P’s Together**

*Directions: Cut out the following cards. Please note that these cards have been designed for a class of 28 students. Depending on the size of your class, you may need to adjust the number of card sets distributed.*

|---------------------------|-----------------------------|--------------|------------------------------------------|
ACTIVITY 3
DEFINE YOUR TARGET MARKET

Directions: Define your target market by considering its geographic, demographic, psychographic, and behavioral characteristics. Circle all information that applies to your target market. The more specific you get, the better your marketing strategy will be.

GEOGRAPHIC
Describe the region(s) where your target market lives:
________________________________________________________________________________________________
________________________________________________________________________________________________

Population Density:
☐ Urban    ☐ Suburban    ☐ Rural

DEMOGRAPHIC

<table>
<thead>
<tr>
<th>Age:</th>
<th>12-24</th>
<th>25-35</th>
<th>35-45</th>
<th>45-55</th>
<th>55-65</th>
<th>65-75</th>
<th>75 or older</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Gender:</th>
<th>Male</th>
<th>Female</th>
<th>Both</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Marital Status:</th>
<th>Single</th>
<th>Married</th>
<th>Divorced</th>
<th>Widowed</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐</td>
<td>☐</td>
<td>☑</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employment:</th>
<th>Employed</th>
<th>Unemployed</th>
<th>Student</th>
<th>Homemaker</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Size of Household:</th>
<th>1-5</th>
<th>5-10</th>
<th>10 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>☜</td>
<td>☐</td>
<td>☐</td>
<td>✧</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th># Children in Household:</th>
<th>0</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6 or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>☑</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Highest Level of Education:</th>
<th>High School</th>
<th>College</th>
<th>Graduate School</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐</td>
<td>☐</td>
<td>☑</td>
<td>☐</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Income Level:</th>
<th>$0-$25K</th>
<th>$25K-$50K</th>
<th>$50K-$75K</th>
<th>$75K-$100K</th>
<th>Over $100K</th>
</tr>
</thead>
<tbody>
<tr>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
<td>☐</td>
</tr>
</tbody>
</table>

PSYCHOGRAPHIC
What are the hobbies and interests of your target market?
________________________________________________________________________________________________
________________________________________________________________________________________________

What is your target market’s lifestyle? (Ex: Conservative, liberal, trendy, etc.)
________________________________________________________________________________________________
________________________________________________________________________________________________

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ACTIVITY 3

DEFINE YOUR TARGET MARKET

What are characteristics your target market aspires to be? (Ex: Wealthy, cool, athletic, etc.)

________________________________________________________________________________________________
________________________________________________________________________________________________

What other items might your target market own? (Ex: A car, a pet, etc.)

________________________________________________________________________________________________
________________________________________________________________________________________________

BEHAVIORISTIC

How loyal is your target market to certain brands?

________________________________________________________________________________________________
________________________________________________________________________________________________

How often does your target market buy new things? What time of year does your target market typically buy things?

________________________________________________________________________________________________
________________________________________________________________________________________________

What special occasions does your target market celebrate?

________________________________________________________________________________________________
________________________________________________________________________________________________

What are some examples of other products your target market buys?

________________________________________________________________________________________________
________________________________________________________________________________________________
### TARGET MARKET
Write a 3-4 sentence summary of the characteristics of your group’s target market:

### PRODUCT
1. What does the target market want from your product?
2. How will your product satisfy these wants? What will be the features of your product?
3. What will your product look like? How will your product be packaged?
4. What is your product’s name/brand?

### PRICE
1. How will you price your product?
2. How will your product’s price compare to that of similar products?
3. How sensitive is your target market to price?
4. How will your product’s price appeal to your target market?

### PLACEMENT
1. Where does your target market typically shop for products that are similar to yours?
2. Are there any other locations where your target market would shop for your product?
3. Where will you sell your product? (Include relevant store names, locations within the store, geographical locations, etc.)
4. Can you sell your product in-stores or online? Or both?

### PROMOTION
1. How does your target market typically learn about products similar to yours?
2. How will you let your target market know about your product?
3. When is the best time to promote your product? Are there specific times of year when your target market buys your product or spends more?
4. How do your competitors promote their similar products? What can you learn from them?