

Boardwalk Business Marketing

A Business & Entrepreneurship Lesson

Who is the target market of various boardwalk businesses?

What is a niche market?

Students do SWOT analysis on a boardwalk business.

The direction slides are editable to allow for teacher autonomy.

NO PREP!



BUSINESS EDUCATION WITH *Denise Leigh*

**Complete in
Google Slides
or
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This list of descriptors will give you some ideas for responses. You ARE NOT limited to these words.

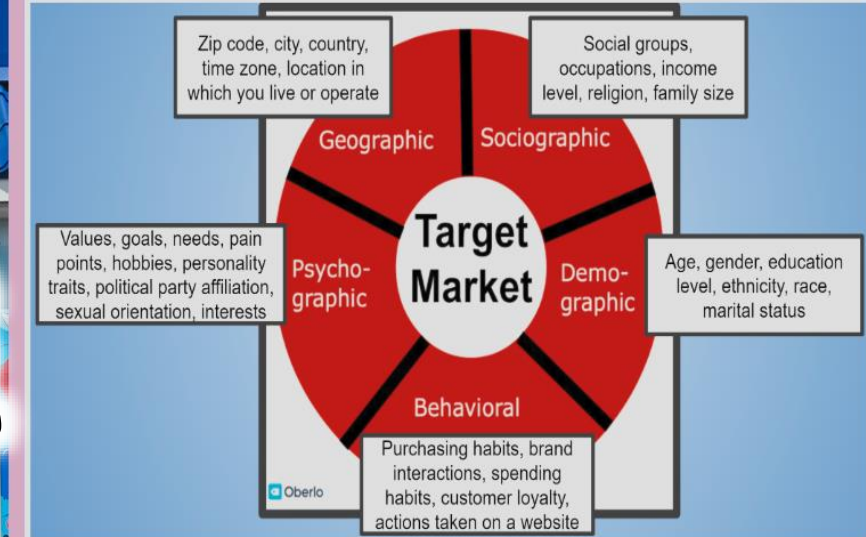
- *Age Range
- *Gender
- *Generation group (Gen X, Millennials, Gen Z)
- *Healthy Eater
- *Vegan
- *Vegetarian
- *Gluten Free
- *Catholic
- *Christian
- *Sports Enthusiast
- *Girly Girl
- *Tom Boy
- *Fisherman
- *Dancer
- *Fashionista
- *Those who love to shop for unique items
- *Those who get a souvenir on every trip
- *Bargain Shoppers
- *Coffee Drinkers
- *Career Women
- *Business Men
- *Trendy Dresser
- *Tween
- *Teen
- *Those with a sweet tooth
- *Gamer
- *Parent of small children
- *Parent of teens
- *Empty nester
- *College Student

The **TARGET MARKET** for this **BOARDWALK BUSINESS** is made up of the following descriptors...

Demographics	Click to add text
Behavioral	Click to add text
Psychographic	Click to add text
Geographic	Click to add text
Sociographic	Click to add text



EXAMPLE SLIDE



Target Market descriptor examples in the margins to help the students.

Target Market graphic in the margin to help the students.

Students identify the Target Market for each boardwalk business.

Students can complete independently or in groups.
Use as a choice board or assign them all.



Students drag circles to the businesses that are targeting niche markets.

Can be done in person or remotely.

SWOT Analysis
What is it?
A SWOT analysis is an analysis tool used in business to analyze the strengths, weaknesses, opportunities, and threats of products, services, brands, labels, etc.

S	Strength	INTERNAL	What are the products strengths?
W	Weakness		What are the products weaknesses?
O	Opportunity	EXTERNAL	What are opportunities in the market for this product?
T	Threat		What are threats in the market in regard to this product?

Select one of the businesses from slides 4-17 and conduct a SWOT analysis on that business. Use the graphic to the left to refresh your memory on

EXAMPLE SLIDE

Click on the photo of the business in which you selected for your SWOT analysis, copy it and paste it in this space. Resize it as needed.

W	Weakness	INTERNAL	
O	Opportunity	EXTERNAL	
T	Threat		

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Students select a boardwalk business to do a SWOT Analysis.

Great for a Sub Day lesson plan

**Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam!
Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!**

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

