

Black Friday, Cyber Monday, & Small Business Saturday

Consumer Education Case Study

STUDENTS LEARN ABOUT:

BLACK FRIDAY

CYBER MONDAY

SMALL BUSINESS SATURDAY

COMPARISON SHOPPING

PRICE MATCHING

CONSUMER BEHAVIOR



No Prep!

BUSINESS EDUCATION WITH *Denise Leigh*

Small Business Saturday

List a small business that you like to support. Why is it your favorite?
What do they do right? Do you feel good about supporting them?

Click to add text



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Consumer Behavior Reflection

What has been your family's tradition for these special shopping days? Does your family participate? Do they take advantage of the deals? Share your consumer behavior below...

Click to add text

**No
Prep!**

Concepts learned:

- ❑ The history and purpose of Black Friday, Cyber Monday, and Small Business Saturday
- ❑ The best items to buy this shopping season
- ❑ Two comparison shopping exercises
- ❑ Price match discovery
- ❑ Small business facts and statistics
- ❑ Consumer behavior reflection

CYBER MONDAY SALE

Black Friday vs. Cyber Monday

BLACK FRIDAY	CYBER MONDAY
Refers to sales in brick-and-mortar stores and online.	Refers to online sales.
Busiest holiday shopping day of the year in total shoppers.	Shoppers spend more money than they do on Black Friday.

Black Friday SALE

Click on [this link](#) to learn more about Black Friday and answer the following questions.

Black Friday SALE

WHEN IS BLACK FRIDAY?
Click to add text

WHAT IS ITS PURPOSE?
Click to add text

WHY IS IT CALLED 'BLACK FRIDAY'?
Click to add text

LIST 3 MORE THINGS THAT YOU FOUND OUT ABOUT BLACK FRIDAY FROM THIS RESOURCE LINK...
Click to add text

A GREAT, FUN & ENGAGING SURVIVAL LESSON BEFORE OR AFTER THE HOLIDAY...OR ANYTIME!

TOP SELLERS...

According to Consumer Reports, the best things to buy on Black Friday are:

- Computers, Laptops, Tablets
- Small Appliances
- Airpods, other Wireless Earbuds
- Smart Home Gadgets
- Video Games
- Smartwatches and Fitness Trackers
- Home Goods
- Clothing

Black Friday SALE

Black Friday SALE

COMPARISON SHOPPING! #1

Check the websites of 2 major retailers and find a great deal on a new 75 inch TV. Include a picture of the TV and specifications below. List the store where each of the TVs are on sale.

Store Name: Click to add text

Store Name: Click to add text

Click to add text

Click to add text

Use in your Personal Finance, Business Essentials, Accounting, & Marketing classes!

Black Friday SALE

COMPARISON SHOPPING! #2

Shop for ONE of the following: Wireless Earbuds, Laptop, Gaming System, or Bluetooth Speakers. Compare 2 deals. Include a photo, price, and specifics about the product. Be sure to compare products that are comparable to each other.

Store Name: Click to add text

Store Name: Click to add text

Click to add text

Click to add text

PRICE MATCHING!!!

Price matching means a retailer will drop their prices to match a competitor's. If you have the time to find and use them, price matching policies can lead to significant savings.

Click on [this link](#) to discover some price matching tips so that you can **SAVE BIG!**

List the 6 price matching tips here...

Click to add text

Historically Black Friday was the biggest shopping day of the year.

Sales data from as early as 2016 shows that Cyber Monday is now the biggest shopping day of the year based on money spent.



Use [this link](#) to learn more about Cyber Monday and answer the following questions.

WHAT IS CYBER MONDAY?
Click to add text

CYBER MONDAY SALE

WHAT CYBER MONDAY MILESTONES HAPPENED ON THESE DATES?

2005	Click to add text
2010	Click to add text
2016	Click to add text
2019	Click to add text
2020	Click to add text

WHAT IS THE HISTORY OF CYBER MONDAY?
Click to add text

Students learn to comparison shop!

Using the same link as the previous page, answer the following ...

ACCORDING TO THE RESOURCE LINK, WHO WERE THE TOP ONLINE RETAILERS IN 2020?
Click to add text

CYBER MONDAY SALE

WHAT OTHER COUNTRIES HAVE LARGE SALES ON CYBER MONDAY?
Click to add text

USING THE HIGHLIGHTING TOOL, HIGHLIGHT THE ONLINE STORES IN WHICH YOU SHOP.

A Small Business in the retail industry is 500 employees or less. Many successful small businesses have less than 5 employees. According to Forbes, 99.9% American businesses are small businesses. There is a day dedicated to supporting and celebrating these businesses.

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Students learn about Small Business Saturday.

Small Business Saturday

[Click here](#) to learn more about Small Business Saturday.

When is Small Business Saturday?
Click to add text

Who founded Small Business Saturday?
Click to add text

What is Small Business Saturday?
Click to add text

List 3 facts about Small Business Saturday...
Click to add text

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Small Business Saturday

Use the same resource link as the previous page to answer the following questions.

Who can participate in Small Business Saturday?
Click to add text

What is the benefit for small businesses to participate in Small Business Saturday?
Click to add text

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Check out all the reviews



Teacher Testimonials



I used it with my 9th graders and they were **honestly interested** into task (when **usually they get fast bored**).



I used this resource in all my business classes the week before Black Friday. The provided links were **excellent**, and students enjoyed shopping for great deals before the major event. It was a **great activity to do before the holiday break**.



Great activity to get the students thinking about the holiday. **Students were mostly engaged** in the activities. Good activity to use before break.



I used this file the day before Thanksgiving break. It was a **fun way** to keep **students engaged** the day before a holiday!

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.

