

Cereal Marketing & Marketing Basics

Digital Discovery Activity

A Great Intro to Marketing Class Lesson on Cereal Marketing

Easy to use, fillable Google Doc

Sends easily to your LMS!

NO PREP!

Saves you time!



Cereal Market Segment



Cereal is a food product that is an American Favorite! Some cereals are targeted to a specific group and some are marketed to the masses. THINK about each product from a PRODUCER'S/MANUFACTURER'S perspective.

Cereal	Demographics of the Target Market (List age range, gender, occupation or other demographic descriptors)	Market Segment (Mass, Segment, Niche, or individual)

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Engage, Explore, Analyze, Discover!
Prompts critical thinking.

3 pages

Cereal Demographics

Target Market

Market Segment

Marketing Mix

Reflections on

Consumer Behavior

NO PREP!

3 pages

Complete a Marketing Mix for one of the Cereals Above

Product Which cereal did you select?	
Place Where might you find this cereal for sale? Where might it be located on the shelf? High? Low?	
Price How much is a box of this cereal?	
Promotion How might the manufacturer of this cereal advertise? Coupons? TV commercials?...if so, during what shows?	

Reflecting on Consumer Behavior.... Cereal is a product that makes us think about memories and various times in our lives. Manufacturers keep this consumer behavior in mind when making cereal commercials. Is there a cereal that makes you think about someone? Or maybe a time in your life? Or maybe a fond memory? Please share in the space below....

Teacher Testimonials



Fun and engaging activity for my marketing students.



This was so **easy to use**, and a **nice break** from traditional learning.



Great resource. Love the idea and have been talking about with them and they can certainly have fun with this



The students loved this assignment. Thank you.

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.

