

**INCLUDES
7 ACTIVITIES**

SELLING TO THE GENERATIONS

CONSUMER BEHAVIOR MARKETING UNIT

MARKETING PRODUCTS TO THE SIX LIVING GENERATIONS

**A Consumer Behavior/
Marketing Digital Activity**

**Perfect for any Marketing
or Entrepreneurship class**

NO PREP!

**TEACHER'S KEYS
INCLUDED**



BUSINESS EDUCATION WITH *Denise Leigh*

Selling to the Generations

Discovering about the generations

[Student Copy](#)

Example of Student Copy/Teacher's Key

Selling to the generations - Critical Thinking Activity

[Student Copy](#)

Example of Student Copy/Teacher's Key

Selling Vehicles and Beverages Industry specific activity

[Student Copy](#)

Example of Student Copy/Teacher's Key

Selling to Millennials

[Student Copy](#)

Example of Student Copy/Teacher's Key

Cereal Study
Selling cereal to every generation.

[Student Copy](#)

Example of Student Copy/Teacher's Key

My Generation Brand Board

[Student Copy](#)

This is an unpopulated slide show of 28 slides that the STUDENTS populate. There is a prompt in the margin of each slide. The teacher must give everyone editing rights and assign a slide number for each student. Tell them to stay in their own slide. I give them 15 minutes to add the 5-10 logos to their slide. Be sure to view the slideshow with your students as it is a great opportunity for discussion.

Reflection question: What labels or business showed up several times?

Teacher Demographics

[Collaborative file](#)

This is a one slide unpopulated Google Slide File. The students populate it. The students will all need editing rights to this file. I give them 8 minutes to drop a logo in the file and then we view and discuss it together. There are always a ton of giggles and this leads to great discussion about demographics.

**THE LESSON
LIBRARY
INCLUDES**

7

**NO PREP
ACTIVITIES**

**TEACHER'S KEYS
&
STUDENT EXAMPLES
INCLUDED**



Students learn about the SIX Living Generations.

What are their qualities?

How are they targeted?

**Selling to the generations-
Critical Thinking Activity**

How do companies sell to the different generations?



What vehicles are targeted to each generation?

What beverages are targeted to each generation?

Selling to Millennials

**What are millennials?
How are millennials marketed to?**



Cereal Study

Selling cereal to every generation.

What cereals are targeted to each generation?

My Generation Brand Board

Students create a brand board by listing 5-10 brands that are targeting their generation.

Teacher Demographics

The teacher lists describing words about himself/herself, then the students work in a collaborative file to identify businesses and/or brands to represent them.



Teacher Testimonials



My students and I had a blast debating the generations and how we buy. Thanks.



Outstanding resource! Students found this very **interesting and engaging**. Thank you for making the teacher prep work easier and more fun!



First time using this resource and **my students and I loved it!** We have a small section on this in the textbook which very little explanation or examples. This lesson "brought it home" with meaning and real life examples for the students to apply to the brief textbook material! **Highly recommend!**



This is a **great resource** for students to learn about themselves and others' buying habits.



Thank you for providing a resource I can use in my Marketing class. Students **enjoyed** the assignment and learning more about different generations. Thank you for sharing.

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.

