

WHY PEOPLE BUY!

MARKETING LESSON

Students learn about
**WHY CONSUMERS BUY
PRODUCTS**

A Consumer Behavior
Introductory Lesson

Attaches easily to
any LMS!

NO PREP!

**TEACHER'S KEY/
RUBRIC INCLUDED**



BUSINESS EDUCATION WITH *Denise Leigh*

Teacher Testimonials



I used this for my marketing class during the buyer's behavior unit, it **worked out great**. As always, the assignment was visually friendly and the **student enjoyed working** on it.



My students loved this activity. This activity allowed for more group discussions and kept the students engaged.



Thank you very much! **This is a very useful resource!**



This was a **great resource** to introduce consumer behavior!



Great resource to use as a supplement activity!

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.

