Consumers & Their Behavior

6 Lessons and Activities

A FULL SEM UNIT aligned with the National Business Education
Association's (NBEA)
Standards

Includes a
Lesson Library
to make the activities
Easy-to-Find





BUSINESS EDUCATION WITH Penise leigh

WHY IS THIS 'CONSUMERS AND THEIR BEHAVIOR' UNIT SO GREAT?

- Obsigned by an educator with 30 years experience.
- **NO PREP** lessons & activities that are **ENGAGING and FUN**.
- Aligned to the National Business Education Association (NBEA) standards.
- All NBEA standards are cross-walked with the appropriate lesson.
- Use these versatile marketing lessons & activities in your multiple business education preps!

WHAT DO YOU GET?

- **W** Lesson Library that keeps the instructor organized
- **Student Copies**
- **Teacher's Keys & Student Examples**
- **W** Pacing Guides
- **W** National Business Education Association (NBEA) Standards



Includes everything the teacher needs for success including many teacher notes, tips, and suggestions!

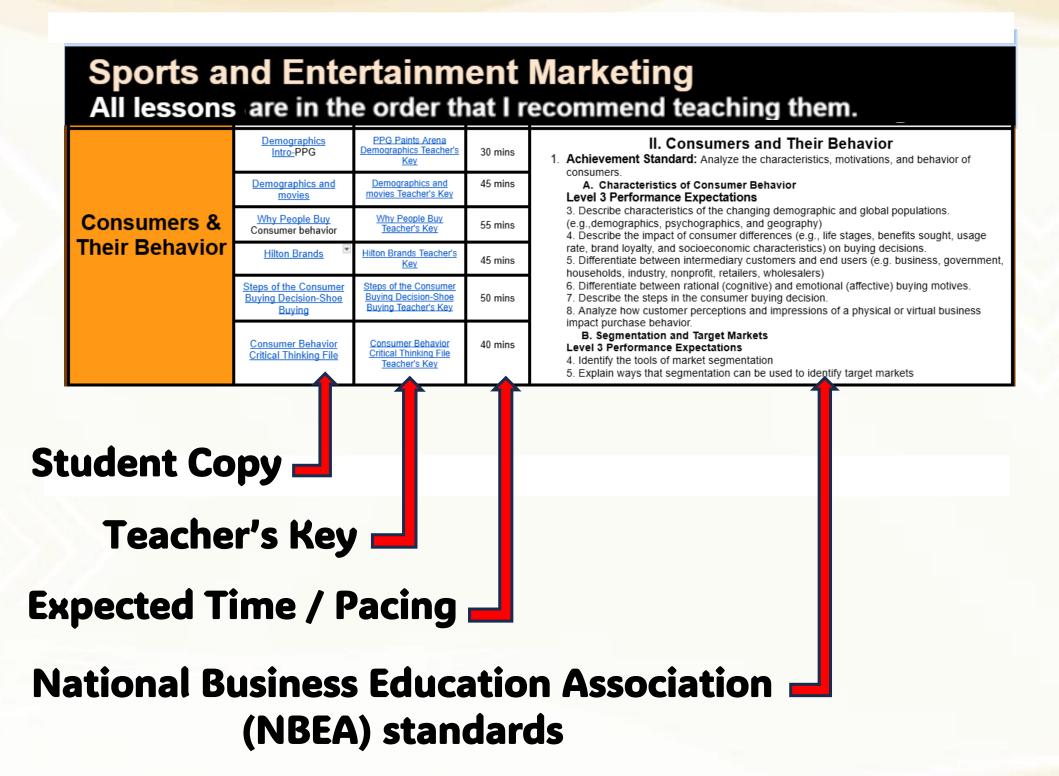
6 SEM Lessons & Activities

- **Wintro to Demographics**
- **©** Demographics & Movies
- **Why People Buy!**
- **W** Hilton Hotel Branding Lesson
- **Stages of the Buying Process**
- **©** Consumer Behavior Activity



Approx. 5 Hours Teaching Duration

Includes a LESSON LIBRARY to keep you organized



Google Slides format or **EASILY** convert to Microsoft PowerPoint

This is the 2nd SEM Unit - Consumers & Their Behavior

Sports & Entertainment Marketing

FULL SEMESTER COURSE

A FULL Semester
Course aligned with
the National Business
Education
Association's (NBEA)
Standards

Includes a
Lesson Library
to make the activities
Easy-to-Find



BUSINESS EDUCATION WITH Denise leigh



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.