

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**



NO PREP!

BUSINESS EDUCATION WITH *Denise Leigh*

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

- ✔ Designed 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?

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



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

6 SEM Lessons & Activities

- ✓ **Intro to Demographics**
- ✓ **Demographics & Movies**
- ✓ **Why People Buy!**
- ✓ **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

Sports and Entertainment Marketing

All lessons are in the order that I recommend teaching them.

Consumers & Their Behavior	Demographics Intro-PPG	PPG Paints Arena Demographics Teacher's Key	30 mins	II. Consumers and Their Behavior 1. Achievement Standard: Analyze the characteristics, motivations, and behavior of consumers. A. Characteristics of Consumer Behavior Level 3 Performance Expectations 3. Describe characteristics of the changing demographic and global populations. (e.g., demographics, psychographics, and geography) 4. Describe the impact of consumer differences (e.g., life stages, benefits sought, usage rate, brand loyalty, and socioeconomic characteristics) on buying decisions. 5. Differentiate between intermediary customers and end users (e.g. business, government, households, industry, nonprofit, retailers, wholesalers) 6. Differentiate between rational (cognitive) and emotional (affective) buying motives. 7. Describe the steps in the consumer buying decision. 8. Analyze how customer perceptions and impressions of a physical or virtual business impact purchase behavior. B. Segmentation and Target Markets Level 3 Performance Expectations 4. Identify the tools of market segmentation 5. Explain ways that segmentation can be used to identify target markets
	Demographics and movies	Demographics and movies Teacher's Key	45 mins	
	Why People Buy Consumer behavior	Why People Buy Teacher's Key	55 mins	
	Hilton Brands	Hilton Brands Teacher's Key	45 mins	
	Steps of the Consumer Buying Decision-Shoe Buying	Steps of the Consumer Buying Decision-Shoe Buying Teacher's Key	50 mins	
	Consumer Behavior Critical Thinking File	Consumer Behavior Critical Thinking File Teacher's Key	40 mins	

Student Copy

Teacher's Key

Expected Time / Pacing

**National Business Education Association
(NBEA) standards**

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

NO PREP!

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.

