

Learning Objectives

- Understand definitions and steps involved in marketing
- Become familiar with key terms used in marketing
- Develop an understanding of the importance and relevance of market analysis
- Identify direct, indirect, future competition
- Analyze the customer using demographics and psychographics data

Testing the Idea: Market Research and Analysis Session Six

Date: _____

Due: _____

Class Opener**Instructor Topics**

1. What is Marketing? What is a Market?
2. Market Research Leads to Market Analysis
3. Analyzing the Customer
4. Analyzing the Competition

Guest Speaker**Break**

- Refreshments
- Networking Activity

Work Hour**Assignment for Session Seven:****WORKBOOK** Read and Complete Workbook Session 6**WRITE** Using the Writing Your Plan page at the end of Workbook Session 6 as your guide, write Section V.—Part B. The Market, and Part C. Competition**TEXT** Read Part VI: Marketing Your Business (Chapters 38 and 39) **and** Part VII: The Internet and E-Commerce (Chapters 40 and 41)
Review Chapter 3 (A Customer-Driven Philosophy)