

Internet Activity Presentation Planner

Introduction to Business Chapter 13 Marketing in Today's World

In Chapter 13, you learned the importance of marketing in order to produce and distribute a successful product. Market research helps companies to produce and market products and services that attract customers. One important aspect of market research is target marketing, which helps companies focus on the people most likely to buy their goods or services. Children, for example, are an important target for marketers in the United States. Advertising directed at children is estimated at over \$15 billion annually. Find out more about how marketers target customers and market products to them. Produce and present a 10-minute talk outlining marketing strategies toward a target population.

Action Steps for Planning a Presentation

1. Get started by building background knowledge. Read newspaper articles, search the Internet, and make personal phone calls to local experts to understand the issues.
2. Decide on a specific topic. Narrow your focus to a topic that interests you.
3. Research your topic in greater depth. Use books, local media, the Internet, and personal interviews. Take detailed notes and maintain a bibliography as you work.
4. Review your notes and write an outline of your presentation.
5. Plan and create visual aids.
6. Write a draft of your presentation and practice it. Rewrite, practice again, and present.

1. Build Background Knowledge

Did You Know?

[begin bulleted list]

The average American child today is exposed to an estimated 40,000 television commercials a year—more than 100 a day.

Advertising directed at children is estimated at over \$15 billion annually.

Each day children are exposed to 8.5 hours of media exposure while juggling I-pods, cell phones, television, and instant messaging.

When surveyed, more than 10% of 12–13 year olds admitted to asking their parents more than 50 times for products they have seen advertised.

Over half of 12–13 year olds admitted to feeling pressure to buy certain products such as clothes and CDs because their friends had them.

An informal survey of Channel One advertisers found that 27% of the ads were for junk food.

Questions to Ponder

Think about these questions and what they might have to do with marketing efforts.

[begin bulleted list]

- Which types of companies primarily target children with their marketing attempts?
- Are marketing efforts directed at children creating greater sales among products that are being directed toward them?
- Which age groups are being targeted and which have seen the greatest level of response to marketing efforts?
- What types of products are being marketed to children?
- Are there certain types of products that are more successful when marketed toward children?

Key Search Words

Use key words to search for Web sites that relate to your topic. List other key words you uncover in your search. Take notes about what you find and review your notes later as you narrow your topic.

marketing strategies, market research, demographics, target marketing, child marketing

Web Sites

2. Decide on Your Topic

Narrow Your Focus

Complete the following flow chart to narrow your topic. Choose a subject that interests you and that will also interest your audience. Write a title and a sentence or two about your talk and ask your teacher to approve it or suggest changes.

Market Research > Target Marketing > Children > _____

Title: _____

Description: _____

Approval: _____ Date: _____

(Teacher's Signature)

3. Conduct Research

Maintain a Bibliography

In addition to Web sites you use in your research, list books and periodicals you consult, and contact information for experts you interview.

Books

4. Write an Outline

Main Ideas and Details

Review your notes and think through the main ideas and details you want to include in your presentation. Put the main ideas in a logical order and list them in outline form as major headings. Include at least two details under each main idea.

I. Introduction

A. _____

B. _____

II. Main Idea

A. _____

B. _____

III. Main Idea

A. _____

B. _____

IV. Main Idea

A. _____

B. _____

V. Conclusion

A. _____

B. _____

5. Plan Visual Aids

Charts, Graphs, Photos, and Video Clips

Describe the visual aids you plan to use in your presentation or use the space below to sketch charts or graphs you will create.

Tips on Creating and Using Visual Aids

[begin bulleted list]

Keep them simple, use them sparingly, and make them visible to everyone in the audience.

Explain the content of the aid when you first show it.

When you finish with the aid, remove it or cover it up.

Be prepared to give your talk without visual aids if technical problems occur.

