

### **Activity 1 • Social Issues**

**Directions:** Identify an issue they can be affected by marketing. Design a poster that could be used in a campaign directed at the issue.

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### **Activity 2 • Finding Data**

**Directions:** The U.S. Census Bureau maintains demographic data, which they post on their Internet site at [www.census.gov](http://www.census.gov). Use the Internet or library to find answers to the following questions.

What is the population of your city?	
What is the population of your county?	
What is the average age of the population in your state?	
What percentage of the population in your state is male?	
What is the size of the average family in your state?	
What is the size of the average household in your state?	
What percentage of the population in your state graduated from high school?	
What percentage of the population in your state graduated from college?	
How many veterans live in your state?	
What is the second most common language spoken in your state?	
What is the largest industry in your county?	
What is the mean household income in your state?	

### Activity 1 • Loss Leaders

**Directions:** Many grocery stores and supermarkets use “loss leaders” to get consumers into their stores. Loss leaders are regularly purchased items that are sold well below their usual price (examples could include milk, lettuce, and bread). The business people using loss leaders believe that when people come to the store to buy the inexpensive item, they will buy many more items at regular or even higher prices. Consider the practice of using loss leaders. Then prepare two position statements using the following headings.

1. I believe the use of loss leaders is an appropriate business practice because...

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2. I believe the use of loss leaders is a deceptive business practice because...

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### Activity 1 • Economic Competition

**Directions:** Companies will market products or services in quite different ways depending on the type of economic competition they face. A business in a monopoly will have a different marketing mix than one in pure competition. Select one of the following businesses: car rental business, airline, restaurant, construction company, gas station, supermarket, bank, or recording studio. Using the chart that follows, describe how each part of the marketing mix would be different for the four types of economic competition.

Business _____				
Marketing Mix	Type of Economic Competition			
	Monopoly	Pure Competition	Oligopoly	Monopolistic Competition
Product				
Price				
Distribution				
Promotion				