

CALE-JR-MM-OFFSITE LEARNING PACKET-DAY 2

Instructor John Cale

Program/Class MM – Juniors \

INSTRUCTIONS - PLACE THE FOLLOWING TITLE ON EVERY WRITTEN ASSIGNMENT YOU COMPLETE:

✓ **CALE-JR-STUDENT NAME-"OFFSITE LEARNING PACKET DAY # _____ 1,2,3 ETC**

State Indicator/Competency:

5.5.4 Identify market segments and select target market(s).

5.3.3 Describe data and reports that are monitored for marketing decision-making.

Instructional Objective(s):

This lesson focuses on Generation Z and how businesses are capitalizing on the up and coming generation.

Materials:

Attached

Method of Instruction:

Self-guided reading

Q&A

Activities:

Students will read the provided article (link below) and respond to questions

Assessment:

Students will submit their completed responses

ALL ASSIGNMENTS WILL BE GIVEN A DAILY # GRADE IN GRADEBOOK...BEGINNING WITH DAY 1

Summarize the following article and answer the questions below

<http://time.com/money/4348414/generation-z-marketing/>

Summary:

1. What age range is Gen Z?
2. How much of the workforce will Gen Z own by 2020?
3. What is Gen Z focused on?
4. What are the expectations of Gen Z regarding the food industry?