

CALE-JR-MM-OFFSITE LEARNING PACKET-DAY 3

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 census data and trends within each student's local community

Materials:

Attached

Method of Instruction:

Research

Q&A

Activities:

Students will research via www.census.gov 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

Finding Data

Use the US Census Bureau (www.census.gov) to find the 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 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?	