

# Instructional Scenario

## Explain the Marketing Concept



Course/Duty Area: Principles of Business and Marketing/Exploring the Core Concepts of Business and Marketing

**Scenario:** Avery loves sweets and decides to open a new bakery in town. She gets a loan, finds a retail space, and starts baking. Three months after her grand opening, sales are not what she anticipated, and she notices that not many people are coming into her store or making orders at her bakery. Avery brings her concerns to her best friend, Reese, who asks her the following questions:

- What are your customers looking for in a bakery?
- How many bakeries already exist in your area?
- What research did you conduct before opening your business?
- How are you communicating your business to potential customers?
- How is your business different from your competition?

Avery is not sure how to answer those questions because she opened her business based on what she liked and thought her customers would like too. What should Avery do to avoid having to close her bakery?

**Big Question:** What do entrepreneurs need to consider before opening a new business or launching a new product?

**Focused Questions:**

- Why is the marketing concept critical for business success?
- How do the P's of marketing play a role in business?
- Why is market research important?

**Student Project or Outcome:** Understand the marketing concept, describe the elements of the marketing mix, explain the market research process.

**Project-Based Assessment:** Create a Google Form (or paper survey) for students to give out to their classmates to help develop a new product. Students will evaluate the results of the survey to determine what the new product should consist of based on the needs/wants of the customers (classmates' survey results). Students will then develop the P's of marketing surrounding the research and customer needs/wants (the marketing concept).