

Topic: **Market analysis**

Structure:

4. Lecture 3 and exercise 3, How to estimate market size and growth?

(10 minutes)

- Measure and quantify your market.
- What is the total market for your business?
- Percentage change as a market forecast.

You should introduce young people to the market size and growth. Please give them some examples and ask youth to estimate size and growth of the company market (give them different real company examples), use flip charts.

After about 5 minutes of teamwork, ask one participant from each group for a presentation of results (again please try to have another person making the presentation, than in the previous exercises).

Hint: prepare the right number of flipcharts and markers, print some examples (infographic is a good idea).

5. Lecture 4 and exercise 4, What marketing trends and fashions do you see to have an influence on your market segments?

(15 minutes)

Ask young people to prepare some trends and fashions examples (for instance cars, computers, smartphones), using an ICT infographic tool such as: infogr.am (<https://goo.gl/9Czx9O>).

After about 10 minutes of teamwork, ask one participant from each group for a presentation of results (again please try to have another person making the presentation, than in the previous exercises).

Hint: you can make a graph example at the beginning to make the process faster.

6. Conclusion:

(15 minutes)

Please prepare some questions about the market analysis and using an ICT student understanding tool, do a small competition. Tools that can be used: Kahoot! (<https://goo.gl/cbuvyC>), Quizizz (<http://goo.gl/O3PVEf>) or Socrative (<http://goo.gl/uflkdp>).

Please consider to have some prizes with you, to award 3-5 best persons (depending on the activity, numbers of questions and group size).

Hint: you can use micro-references tool like Credly (<https://goo.gl/DNjIRI>) or for instance some sweets, as rewards.