**Family and Consumer Science**

**Entrepreneurship**

**Content Based Standards for Unit 3: Marketing for Entrepreneurship**

***Standard #10***

2.0 Standard

Define market segmentation.

3.0 Standard

Identify various forms of market segmentation.

4.0 Standard

Apply market segmentation techniques.

***Standard #11***

2.0 Standard

Identify marketing techniques.

3.0 Standard

Illustrate marketing techniques.

4.0 Standard

Justify reasoning for marketing choices.

***Standard #12***

2.0 Standard

Write formulas for calculating market shares.

3.0 Standard

Calculate market shares.

4.0 Standard

Apply information acquired through calculating market shares.