

# Target Markets



Name \_\_\_\_\_

Date \_\_\_\_\_ Class Period \_\_\_\_\_

What companies do you think you are the target market for?  
*Think about an ad you've seen recently online.*

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Why did they select you as part of their target market?  
*Consider categories such as your age, location, gender, and interests.*

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# Taking & Managing Risks



Name \_\_\_\_\_

Date \_\_\_\_\_ Class Period \_\_\_\_\_

What companies do you think you are the target market for?  
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Why did they select you as part of their target market?  
*Consider categories such as your age, location, gender, and interests.*

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