

Garbology

Subject: Social Studies **Grade Level:** 6-8

Concept: Economic Concepts **Method:** Experiential Learning

OVERVIEW

Garbology is an activity that will give students an understanding of observational market research. It's designed to test students' assumptions and give them a fresh perspective on reaching their target audience. Garbology helps students explore the concept of marketing in a surprising way; by digging through trash! Students learn to categorize their research data into useful visualizations of demographic, geographic, and psychographic information to apply sound judgment when making decisions.

[Read Full Lesson](#)

Connection to Entrepreneurship: Students will learn to conduct observational market research

