

Hershey's Market Research

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

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

OVERVIEW

This two-part activity is designed to familiarize your students with basic market research. The purpose of the activity is to give students an opportunity to: in Part 1, design a simple market research survey, in Part 2, your students will implement the results of the market research survey.

[Read Full Lesson](#)

Connection to Entrepreneurship: Students will design and conduct market research, and students will implement the results of the research.

