

**Unit 4****Lesson 4.7 – Market Research**  
Marketing Applications**STUDENT ACTIVITY****Instructions (Part one):**

*Watch a prime-time television show on one of the major television networks (CBS, ABC, NBC or Fox). Write a one page report using the guidelines below. Also, describe why the information included in your report might be helpful to an entertainment marketing executive.*

- 1) Name of the television show and network on which it airs
- 2) Day of the week and time
- 3) Name of the show on prior to the show selected
- 4) Name of the show following the selected show
- 5) Names of competing shows on other networks occupying the same time slot
- 6) Genre (type of show...comedy, drama etc.)
- 7) Key cast members
- 8) The names of EACH AND EVERY product advertised throughout the entire show
- 9) TV show rating (TV-G, etc.)
- 10) Describe the plot of the episode watched

**Activity Instructions (Part two):**

*After watching the selected show, identify the following information. Use the Internet for your research.*

- 11) How did television critics review the show?
- 12) How much money does the network charge for a 30-second advertisement during the show
- 13) Are similar shows being aired on other networks? How are the shows similar?
- 14) Do you think the show will enjoy long term success? Why or why not?
- 15) What were the television ratings for the show you researched? How did its rating compare to other shows in the same time slot? How did it rank among similar shows?
- 16) Compare the show's rating with the reviews of critics. Did the critic reviews impact the ratings? Why or why not?
- 17) Using clues from advertisers and the content of the show, describe what you think is the target market for this show. Include at least 5 different segmentation characteristics (demographic, product usage, psychographic, benefits or geographic).

**BONUS:**

- 18) Find an advertisement for your television show from a magazine, newspaper or a web site.
- 19) Find an advertisement for one of the products showcased in a commercial during the show you researched from a magazine, newspaper or the web.
- 20) Attach your findings to your report.