

# CONCEPT OF CONSUMER, SOCIETY AND MARKET

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## Subject

English

## Prepared By

[Instructor Name]

## Grade Level

3

## Overview

This lesson plan covers teaching content for;

1. Meaning of Consumer, Market, and the society
2. The roles the market plays in impacting the society

## Objectives

Students should be able to;

1. Give simple definition of the terms; consumer, market and the society.
2. Know the impact and roles the market plays in the society.

## Activity Starter/Instruction

1. Tell students that today you will be discussing three terms: market, consumer and the society.
2. Tell students that today you will be showing them the pictures and charts of a market scene
3. Tell students that today you will be discussing the role and the impact of the market on the society.

## Guided Practice

### Day 2/ Lesson 2: 20 Mins

1. On a piece of chart paper write the headings "Society".
2. Tell students that society is a group of people living together in organized communities with laws and traditions
3. Tell students that the laws control the way they relate and behaves towards one another.

## Teacher Guide

### Day 1/ Lesson 1: 15 Mins

1. On a piece of chart paper write the headings "Consumers".
2. Tell students that consumers are a person or group of people who buys and uses a product.
3. Ask students to think of things they have bought and used.
4. Tell students that when they buy and use a thing, they have become a consumer.
5. Show the student a picture of a consumer at a market scene.

## Guided Practice

### Day 4/ Lesson 4: 15mins

1. Tell the students that the market has impact on the society at large.
2. Tell the students that the more people exchange goods and service the larger the society gets.

## Materials Required

- Picture showing market scenes
- Charts
- Textbooks

## Additional Resources

- <https://passnownow.com/classwork-series-e>
- <https://passnownow.com/jss1-business-stud>
- <https://study.com/academy/lesson/what-is-i>
- <https://study.com/academy/lesson/what-is-i>
- <https://www.izito.ng/?q=lesson+plans+for+3>

## Additional Notes

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## Teacher Guide

### Day 3/Lesson 3: 15mins

1. On a piece of chart write the terms "Good and service".
2. Ask the students to brainstorm definitions for each.
3. After sharing, provide and write a definition for each on the chart.
4. **Goods** are things you can buy and hold.
5. **Services** are things that people do for others.
6. Tell the students that these are done at the market.
7. Tell the students that the market is a place where people buy goods and also provide services.
8. Display a picture of a market scene.
9. Ask students to identify the scene.
10. Tell students the examples of market place around them

## Summary

Encourage the students to visit the market place more often and learn how services are rendered at the market place. Also, encourage them to share their

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4. Ask them to mention examples of society around them

### Assessment Activity

1. Recite a series of true and false statements about the different ways text features present information.  
  
For example: "True or false? A graph is designed to show the connection between two or more Quantities." (Answer: true)
2. Tell students to give a thumbs-up if they think the statement is true and a thumbs-down if they think the Statement is false.

3. Ask the students to mention big markets they know and the places they are situated.
4. Tell the students that as the market grows, and people pay their taxes, there will be development in the society.
5. Tell the students that people tend to move to places where there are good markets in order to making living.

experiences with their peers		
Summary		
1.		

Summary

1.