

## 8<sup>th</sup> grade Social Studies: Week 5 Goods and Services Section 2 April 27-May 1

Read and follow the directions.

**Directions:** Use the provided section to do the following work. This is designed so that you will do 1 portion of the assignment each day Monday-Friday.

**Day 1:** Read and highlight key information and write any questions you might have in the margins

**Day 2:** Answer questions in workbook pages-these will vary, just fill in the spaces

**Day 3:** Write a short summary in your own words what you have learned-this should be at least a paragraph with topic sentence and supporting details. Write on separate sheet of paper.

**Day 4:** Share the information you have learned with someone else, record a journal entry on what you discover. Write on the sheet of paper from day 3.

**Day 5:** Answer the following question essential/guiding question.

- Create an advertisement for a new product. Be sure to convince people to buy it by marketing it in a strong way. This can be a short written advertisement, or you can make a poster like advertisement you would see in a news paper or on a bill board.

**Enrichment option,** watch CNN 10 and choose one story to write a response to-summarize

YouTube-<https://www.youtube.com/channel/UCTOoRgpHTjAQPk6Ak70u-pA> or

regular internet<https://www.cnn.com/cnn10->

Jr Scholastic magazine: <https://junior.scholastic.com/home-page-logged-in.html> password Cooltruck5

Pick an article and answer the prompt at the end-this is a great free resource right now, enjoy!

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**Goods and Services****Section 2****MAIN IDEA**

Producing goods is only the first step in filling consumers' needs. Getting goods to consumers involves a complex transportation system that makes it possible for American businesses to sell their goods throughout the country and the world.

**Key Terms**

**marketing** the process of selling goods and services to consumers

**mass marketing** the process of selling something the same way to all consumers

**Academic Vocabulary**

**features** characteristics

**Section Summary****TRANSPORTING GOODS**

In the early days of our country, goods were carried on wagons pulled by horses. They were also delivered on boats if there was a river nearby. These ways of transportation were slow. With the first railroads, it became easier to bring goods to market.

Today, railroads and boats still carry goods to market. However, airplanes, trucks, and other motor vehicles provide transportation for goods called freight. Railroads carry bulk or large masses of cargo like coal, crude oil, and grain. Airlines carry goods over long distances. However, airlines carry only 3 percent of the freight shipped. It is cheaper to use railroads or trucks, which carry more for less.

Trucks and vans deliver most goods. A large interstate highway system provides easy access to many markets. A small percentage of goods are still shipped on water. Large container boxes hold goods to be transported on huge ships.

**Which methods of transportation carry the most freight for the least amount of money?**

\_\_\_\_\_  
\_\_\_\_\_

**How does a highway system help move goods?**

\_\_\_\_\_  
\_\_\_\_\_



**DELIVERING SERVICES**

All types of services, such as entertainment and health care, need to be delivered. They can be delivered in person, over the Internet, through the mail, at retail stores, and even by telephone. Consumers choose services much like they choose goods. They look at the provider's skills, accuracy, and quality of the services they need. Service providers look for ways to attract consumers. They want you to choose them for the service you desire.

**MARKETING GOODS AND SERVICES**

The process of making goods and services available to consumers is called **marketing**. This is how you convince people to buy your product. **Mass marketing** uses the same product, pricing, and advertising for a product wherever it is sold. Different features have made this type of marketing popular. A one-price system uses a Universal Product Code (UPC), which is read by computers. Self-service allows consumers to buy goods without the added costs of employees helping them. Standard packaging means goods can be delivered at a lower cost.

Draw a box around the different features of mass marketing.

Wholesalers are merchants who do not directly sell to consumers. These distributors transport and store products sold in stores. The Internet has become a fast and easy way to sell and buy products. Fewer stores and employees are needed to market products online. Advertising tries to persuade consumers to buy products. Consumers need to know about a product before they can buy it. Good advertising can make a product successful by giving consumers reasons to buy it.

Underline the role of wholesalers getting goods to consumers.

**CHALLENGE ACTIVITY**

**Critical Thinking: Analyzing** Create an advertisement for a new product. Be sure to convince people to buy it!



Section 2, *continued*

marketing	mass marketing	features
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**DIRECTIONS** Answer each question by writing a sentence that contains at least one term from the word bank. You may use each term twice.

1. How could someone sell a product to markets all over the world?

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2. What are some of the ways that advertising convinces consumers to buy a product?

Draw a box around the different features of mass marketing.

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3. What are some of the parts of mass marketing?

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4. How can you tell consumers about a product?

Underline the role of wholesalers getting goods to consumers.

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5. How do self-service, standard packaging, and a one-price system help sell goods to a large number of people?

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6. What characteristics of a product are explained through advertising?

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## 8<sup>th</sup> grade Social Studies: Week 6 Goods and Services Section 3 May 4-8

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**Day 4:** Share the information you have learned with someone else, record a journal entry on what you discover. Write on the sheet of paper from day 3.

**Day 5:** Answer the following question essential/guiding question.

Think of an item that you are thinking of purchasing or one that you have recently bought. What are at least 6 steps that you took BEFORE deciding to make the purchase. According to the reading text for the week, were you a wise consumer? What can you do better next time?

**Enrichment option,** watch CNN 10 and choose one story to write a response to-summarize

YouTube-<https://www.youtube.com/channel/UCTOoRgpHTjAQPk6Ak70u-pA> or

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## Goods and Services

### Section 3



#### MAIN IDEA

As consumers, we learn about the products we buy so that we can make the best choices. Some independent and governmental organizations help protect consumers' interests.

### Key Terms and People

**consumer** a person who buys or uses goods and services

**brand** a name given by the maker to a product or a range of products

**generic product** a product that does not have a manufacturer's name or brand

**debit card** a form of payment that directly takes cash out of a bank account

**charge account** a form of credit that stores grant to their customers

**credit cards** a form of payment that allows purchases by lending the consumer money

### Section Summary

#### KEYS TO WISE CONSUMING

A person who buys or uses goods and services is a **consumer**. Good consumers learn when to buy a product. They also find the best place to buy it. Impulse buyers decide quickly to buy something. They may not make the best choice. Wise shoppers look around for the best price and choices.

The **brand** of a product is a name given to it by the manufacturer. Some people only buy brand-name products because they think they are of high quality. A **generic product** does not have a name or brand from its maker. These products usually cost less money. Labels on products give consumers information. This helps them to judge a product. The government requires some information on labels for safety and protection. Many foods have a date for freshness. Labels also list what is in the food or product.

How does the information on a label help consumers with a purchase?

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**BUYING ON CREDIT**

Credit is any money borrowed when buying a product. This loan has to be repaid later. Cash, checks, or **debit cards** do not involve credit. A check or a debit card takes the money out of a bank account. A **credit card** is another way of paying but it is a loan. You have to pay interest on this loan if you do not pay the bill on time. Some stores offer a **charge account**. This is a form of credit that customers can use to buy things only in that store.

An installment plan is another way to pay for a product. The consumer pays part of the price of a product. This acts as a down payment. The rest of the amount is paid later. Service charges and interest can add to the total. Credit can cause problems if a consumer cannot pay the debts back.

How are credit and debit cards different?

**CONSUMER PROTECTION**

Most businesses will work with a consumer if there is a problem with a product. There are also organizations and agencies to help consumers. The Better Business Bureau is a local organization. It helps consumers who feel that they have been treated unfairly. Consumers Union is a private group that tests products. It helps consumers compare products.

The Federal Trade Commission (FTC) watches for false advertising or labeling. The Department of Agriculture makes sure food is safe. The Consumer Product Safety Commission (CPSC) makes sure products are safe. Consumers can also cause problems for businesses through shoplifting and not paying back credit that is owed.

Who could help you if you bought a product that did not work?

**CHALLENGE ACTIVITY**

**Critical Thinking: Making Inferences** Suppose you were planning to buy a video game. Write a paragraph to explain what factors you would consider before making your purchase.



Section 3, *continued*

**DIRECTIONS** Match the term with the correct definition from the right column.

- |                          |  |
|--------------------------|--|
| _____ 1. credit cards    | a. something you buy that does not have a brand name on it                     |
| _____ 2. brand           | b. a name given to a product by its manufacturer                               |
| _____ 3. debit card      | c. someone who buys or uses a product or service                               |
| _____ 4. charge account  | d. a form of payment that is like a check and takes cash from a bank account   |
| _____ 5. generic product | e. a form of credit offered by a store to its customers shopping in that store |
| _____ 6. consumer        | f. a form of a loan made by a bank to someone making a purchase                |

List two features currency must have.

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Underline the sentence that compares debit cards to checks.

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