

BELL TO BELL: DEMAND



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Engage:
Get them thinking



Teach:
Share the knowledge



Practice:
Use the knowledge



Reflect:
Assess their learning

Teaching demand? We have a plan!

Engage: Tourism market demand



Tourism is a huge business in the United States! As tourism grows, some areas of the country will see an increase in the number of consumers in the market for a variety of goods and services. A change in the number of consumers in the market is a determinant of demand. As a class, or on individual student devices, ask your students to take the *Economy Matters* [Welcome to Tourism quiz](#).

Question for discussion: According to the quiz, New Orleans has experienced a 157 percent increase in tourists in less than 10 years. What markets in the city are likely to benefit, and what challenges will the city face because of this trend?

Teach: Chocolate makes demand delicious



Introduce your students to the concepts of demand, quantity demanded, and the determinants of demand with this nearly seven-minute [video](#). (The video is also available in [Econlowdown](#) with Video Q&A Economic Lowdown: Episode 2, Demand.) Next, use this electronic [whiteboard](#) to reinforce the determinants and graphs for demand. It is interactive and allows students to drag and drop content. If you don't have a smartboard, simply save the file to your computer, go to [Notebook Express](#) on the web, and click "Open an existing Notebook file." You and your students can use the computer mouse to interact with the graphs.

Practice: What's better than baseball?



Give your students some real-world baseball examples with the [On the mound: market and derived demand](#) section of our "Take Me Out to the Ball Game...to Learn Economics" article. Ask students to identify each determinant of demand mentioned in the article and provide the baseball example given. Discuss the examples with your students and make sure they connect each one with the correct determinant.

Assess: Get your graph on!



Use parts of this [lesson](#) to assess your students' understanding of demand, quantity demanded, and the determinants of demand. Begin with the handout on page 13 of the PDF (the PDF is part of a larger publication, so the page number on the document is 45). Ask students to use the demand schedule to construct a demand curve. Then assign graphs 1, 3, 6–8, and 10–11, which begin on page 17 of the PDF (page 49 of the document). All of these scenarios require students to shift the demand curve; an answer key is provided. Ask them to graph the change and identify the determinant of demand they used. (Note: graph 11 also has a supply shift.)