Teaching Business Demographics

Ken Mayer
University of Nebraska at Omaha
College of Business Administration
Background

• Created by Lou Pol in the mid 80’s

• “Demographics Goes to Business School”
  American Demographics, August 1986

• Designed to add a "demographic perspective" to the student's repertoire.
Philosophy

- Motivation through Student Involvement
- Individual Effort
- Reflective Practice
- Demographic Perspective
- Collaboration
Goals

Students learn to:

• Understand population change & composition
• Utilize geographic and spatial concepts
• Gain knowledge of data sources
• Analyze demographic impacts on business environment
• Practice decision making in economics, finance, management, real estate and marketing.
• Build Creative Confidence
Assets

- **Demography for Business Decision Making** by Louis G. Pol and Richard K. Thomas
- **Demographics** by Steven H. Murdock, et al
- **A Technique for Producing Ideas** by James Webb Young
- Brainstorming Software
- Guest Lecturers
  - Lou Pol, Dean, UNO CBA
  - David Drozd, Research Coordinator, UNO Center for Public Affairs Research
- PowerPoint presentations with embedded hot links
- BlackBoard
Assignments

• Environmental Scanning
  • Links via email
  • Discussed in class

• 3 Business or Economic Opportunity Analyses
  • Migration, Fertility, Mortality/Morbidity
  • Student chooses subject
  • Quantify situation, analyze implications, make recommendations

• Semester Project & Presentation
  • Trends, threats and other impacts
  • Estimates, projections, size, composition, and distribution
  • Tabulations of micro data or use of small area geographies
  • Five minute presentation to class

Footnotes and Bibliographies are not allowed – hotlinks to sources only
Grading

- Data source quality and objectivity
- Analysis rigor
- Recommendation justification
- Rhetoric
- Writing
- Visual display of quantitative information
Brainstorming Method

1. What business or economic opportunities, challenges and issues arise from current and anticipated migration?
   1. Let's make popcorn
   2. What demographic likes popcorn
   3. Language Barriers
   4. Income barriers
   5. Changes in demand and supply of housing
   6. Cultural clashes
   7. Educational districts and political district distortions
   8. Desired jobs and/or education levels
   9. Gaps in job pool (e.g., a lack of younger workers in Arizona)
   10. Migration is greater towards emerging economies rather than developed countries
   11. Potential lack of job potential in small/dying areas
   12. Salaries
   13. Shantytown emergence
   14. Religious beliefs and ethics
   15. Greater diversity
   16. Population boom greater than infrastructure can accommodate for
   17. Hispanic business in Omaha
Brainstorming Ranking

New Multi-Criteria Voting Totals

Average Weighted Totals

- Small business opportunities
- Housing needs - rent or buy
- Language barriers
- New target markets
- Interpreters will be needed:
  - Employment issues
- Distribution, wholesale, retail
- Higher medical costs for the cultural conflicts
- Teachers will be dealing with advertising to different demo potential redevelopment of ur employee placement centers
day cares
- Restaurants or fast food chain
- Establishing credit, owning
- Desired jobs and/or education
- Clean, efficient laundromats
- Elderly living
- Exposure to different traditions
- Target market focus in the re-public transit or transport school systems, learning crit gaps in job pool (e.g., a lac
- Blending of traditions and cu government assistance programs
- Resale value of larger homes
- Voter registration centers building up instead of out
- Ability to obtain financial a restaurant serving ethnic to
- If you are a pregnant illegal higher poverty in blighted ar
- Multilingual application deve
- Land development centering ar
Student Projects

- Generation Gaps in the Workplace
- Life expectancy
- Workforce participation
- Geographic distribution
- Generational / Cohort Differences
- Challenges and Opportunities
- Recommendations for Managers

Student Projects

• British retailer’s U.S. Expansion

• Analysis of first sites
  • Population & Density
  • Earnings
  • Race/Ethnicity
  • Income Sources

• Expansion Recommendations
  • Two specific cities
  • Intersection selections

Land View 6 for radius data, ACS, 2000 Census, company data and published reports.
Student Projects

• “Hip” Apparel for Baby Boomers

• Analysis:
  • Spending Patterns
  • Attitudes
  • Life Styles
  • Values

• Youth Orientation

• Propensity to spend on appearance

• Recommendations for clothing line

Student Projects

• New Omaha Carwash Business
• Characteristics of car washers
  • Age
  • Income
  • Household Size
  • Marital Status
• 12 potential sites analyzed
  • Characteristics in each radii
  • Aggregate Rating & Ranking
• Competitor Locations identified

International Car Wash Association data, City of Omaha Metro Traffic Flow data, Land View 6 and InfoGroup counts.
Logistics & Feedback

- Assignments submitted via email in MS Word
- Grade is assigned
- Individual feedback is recorded using Audacity
- MP3 is saved then embedded in each paper
- Assignment is returned via email
Questions?