

Assignment 6: Antecedents of Target Marketing

As stated in Lamb et al. (2014), to segment a market successfully, a marketer must consider certain criteria.

A market segment must be:

- 1) substantial (have enough potential customers to be viable),
- 2) identifiable and measurable,
- 3) composed of members accessible to marketing efforts, and
- 4) responsive to particular marketing initiatives to differentiate it from other market segments.

In marketing, segmentation is used to create market segment profiles for the purpose of targeting consumers. Marketers identify a target market as one of the following three different strategies:

- Undifferentiated targeting
- Concentrated targeting
- Multi-segment targeting

Lamb et al. (2014) explain that an undifferentiated target marketing strategy:

Assumes that all members of a market have similar needs that can be met with a single marketing mix. A concentrated targeting strategy focuses all marketing efforts on a single market segment. Multi-segment targeting is a strategy that uses two or more marketing mixes to target two or more market segments. (pp. 131–135)

To demonstrate your understanding of segmentation, target marketing, and positioning, watch the video case study on Numi Organic Tea and answer the related questions by following the instructions.

References

Lamb, C. W., Hair, J. F., & McDaniel, C. (2014). *MKTG7*. Mason, OH: Cengage.

Assignment: Antecedents of Target Marketing

In this Assignment, you will discuss antecedents of target marketing as they relate to the video case study on Numi Organic Tea. The video case study on Numi Organic Tea describes how

the company’s sampling program helps position the Numi Organic Tea brand with its target markets. The brand’s premium position ties naturally into the customer outlined in the film, but Numi is also interested in expanding outside of the major tea drinker into more casual tea drinkers. Watch the video case study: Select Numi Organic Tea.

Using research from Chapter 8, answer the questions on Numi Organic Tea in the template provided. Download the template for this Assignment on the Resources icon.

Directions for Submitting this Assignment:

Review the grading rubric below before beginning this activity. For additional help with your writing and APA citation, please visit the Writing Center. Compose your Assignment as a Microsoft Word document and save it as (Example: TAllen-MT219 Assignment-Unit 6.docx). Submit your file by selecting the Unit 6: Assignment Dropbox by the end of Unit 6.

Unit 6 Assignment:	Percent possible	Points possible	Points Earned	Comments
<i>Antecedents of Target Marketing</i>				
Content per Checklists	100%	50		
Answer provides complete information demonstrating analysis and critical thinking:	80%			
Provides correct answers to two short essays of 200–250 words using research from the text.	48%	24		
Provides correct response to the eight multiple choice questions with additional 100 word defense of each answer. 2 pts. for each correct response (1 pt. for correct answer, and 1 pt. for viable defense)	32%	16		
Subtotal:	80%	40		

Provides completed template using correct grammar, spelling, and APA format and	20%	10		
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citation style.				
	Percent	Total Points possible		
Your Assignment Score:	100%	50		