

Unit 2 Assignment 1

Assignment Details and Rubric

The following Course Outcome is assessed in this assignment:

MT359-2: Distinguish market segments and target audiences.

Marketing managers should not assume everyone wants their products. People have differences, and marketing managers will need to separate consumers into groups with similarities. This process not only helps marketers in creating appropriate messages, the grouping will help with forecasting and efficient use of limited budgets. There is an abundance of secondary information to support marketers when making segmenting decisions. A good understanding of variables and how they relate to a product is key to marketing management effective planning.

Using the same product selected in Unit 1 Assignment, profile the market segments that should be targeted. Using the consumer decision making process – provide a list of potential consumer steps that would be common – considering your product use. This Assignment should be 2-3 pages in length using APA format. Since you are using market data to describe your target markets, your sources must be cited and references.

Organization of Assignment

- Cover page
- Description of product
- What is the potential market?
- What segments are more likely customers that you will want to target?
- Give a brief description of each segmentation used.
- List steps in the consumer decision process where consumers would consider your product.
- What might attract or distract the consumer during each step? Conclusion
- References

Example using a market segmentation chart:

Geographic	Demographic	Behavioral	Psychographic
Customers within 25 miles of Sienna, ND.	College Educated	Instant Demand	Preference for green products.
Customer, Location, Region, Urban/Rural, Weather	Age, Gender, Occupation, Socioeconomic Group, Sex, Race	Rate of Usage, Benefits South, Loyalty Status, Readiness to Buy	Personality, Lifestyles, Attitudes, Usage Intention

Directions for Submitting Your Assignment

Before you submit your Assignment, you should save your work on your computer in a location and with a name that you will remember. Make sure your Assignment is in the appropriate format (Word, Excel, PowerPoint, or other).

Once completed, submit your Assignment to the Unit 2 Assignment 1 Dropbox. Assignments are due Tuesday 11:59 p.m. ET of their assigned unit.

MT359: Unit 2 Assignment 1	Points Possible	Points Earned
Response addresses the required elements demonstrating analysis and critical thinking:		
Segment profiles selected.		
Consumer decision process steps.	12	
Connect segments and product use.	12	
Writing Style, Grammar, APA		
Syntax and spelling.	4	
Response displays effort to analyze.	2	
APA is used and correct.	2	
Total Points	40	