**Unit One Project: Market Segmentation & Marketing Mix**

**Class Set: \_\_\_\_ / 36**

**You work for a marketing firm and have been hired by \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ to promote their new fall product line. Insert Clothing Company Name**

**Example: J Crew**

***\*If preferring to do a restaurant, sporting goods store, or other store that specializes in seasonal product offerings that is fine.***

**Your boss has asked you (and up to one other co-worker) to determine four potential target markets for this product by using the four Market Segmentation variables. In addition to determining potential buying groups for your product; they have asked that you detail a marketing mix that caters towards that specific buying group.**

*Your first task is to determine a target market for a specific product based solely on* ***demographical factors only****. Your market needs to utilize at* ***least two demographic factors*** *but can include more if warranted. Once you have selected the factors you wish to target you need to develop a marketing mix based on this group.*

***Demographic Factors Used:***

Age:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Gender: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Income:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marital Status: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Ethnic Background: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Education: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Occupation:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Marketing Mix***

***Product***

***Describe the product you are advertising with at least three key points. What is the name of it? What does it do? What features/characteristics does it contain? Are there any benefits associated with the product? How is packaged / labeled?***

**1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Place:***

**Where is the product described available for purchase?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Price***

**How much does the described product cost? $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Promotion**

**How would you promote this item? Be specific. If using a television commercial, list which station & at what time(s). If creating a magazine ad, list the magazine(s) you would place it in. If using social media, explain which platform & what the promotion looks like. An example would be having an instagram or twitter contest using a # promotion.**

*Your second task is to determine a target market for a specific product based solely on* ***geographical factors only****. Your market needs to utilize at* ***least one geographical attribute*** *but can include more if desired. Once you have selected the factor(s) you wish to target you need to develop a marketing mix based on this group.*

***Geographic(s) Factors Used:***

Country / Region/ State / City:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Climate: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Population: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Marketing Mix***

***Product***

***Describe the product you are advertising with at least three key points. What is the name of it? What does it do? What features/characteristics does it contain? Are there any benefits associated with the product? How is packaged / labeled?***

**1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Place:***

**Where is the product described available for purchase?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Price***

**How much does the described product cost? $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Promotion**

**How would you promote this item? Be specific. If using a television commercial, list which station & at what time(s). If creating a magazine ad, list the magazine(s) you would place it in. If using social media, explain which platform & what the promotion looks like. An example would be having an instagram or twitter contest using a # promotion.**

*Your next task is to determine a target market for a specific product based solely on* ***psychographic factors only****. Your market needs to utilize at* ***least two psychographic factors*** *but can include more if you wish. Once you have selected the factor(s) you wish to target you need to develop a marketing mix based on this group.*

***Psychographic Factors Used:***

**Describe yourtypical customer’s attitude(s), lifestyles, & beliefs:**

**Activities:** Work, hobbies, social events, vacations, entertainment, club membership, sports, etc

**Interests:** Family, home, job, community, recreation, fashion, media, achievements, etc..

**Opinions:** Social issues, politics, economics, education, future, culture, etc…

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

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

***Marketing Mix***

***Product***

***Describe the product you are advertising with at least three key points. What is the name of it? What does it do? What features/characteristics does it contain? Are there any benefits associated with the product? How is packaged / labeled?***

**1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Place:***

**Where is the product described available for purchase?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Price***

**How much does the described product cost? $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Promotion**

**How would you promote this item? Be specific. If using a television commercial, list which station & at what time(s). If creating a magazine ad, list the magazine(s) you would place it in. If using social media, explain which platform & what the promotion looks like. An example would be having an instagram or twitter contest using a # promotion.**

*Your final task is to determine a target market for a specific product based specifically on* ***behavioral factors only****. Your market needs to utilize at* ***least two behavioral factors*** *but can include more if you wish. Once you have selected the factor(s) you wish to target you need to develop a marketing mix based on this group.*

***Behavioral Factors Used:***

**Describe your target markets behavior. How do they act in the marketplace?**

**What brand(s) is this customer loyal to? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**How frequently do they go out? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**When & Where do they most often travel? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**What product(s) / services are they heavy users of? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**What type of media do they use regularly? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Examples: newspaper, magazine, television, internet***

**How does this customer typically pay for their purchases? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Example: Cash, Check, Credit, Debit***

**Is there a typical place this market will use your product? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Example: Home, Work, Vacation, Commuting***

***Marketing Mix***

***Product***

***Describe the product you are advertising with at least three key points. What is the name of it? What does it do? What features/characteristics does it contain? Are there any benefits associated with the product? How is packaged / labeled?***

**1.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**2.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**3.\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Place:***

**Where is the product described available for purchase?** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***Price***

**How much does the described product cost? $\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Promotion**

**How would you promote this item? Be specific. If using a television commercial, list which station & at what time(s). If creating a magazine ad, list the magazine(s) you would place it in. If using social media, explain which platform & what the promotion looks like. An example would be having an instagram or twitter contest using a # promotion.**

**Final Product: What. Gets. Turned. In.**

**To submit your findings you will create a PowerPoint presentation. Included in your presentation is the following information:**

* **Slide #1 Title Slide with You & Partners First & Last Name and Class Period \_\_\_\_\_/ 2 pts**
* **Slide #2 Company you are promoting & the product/service you are selling \_\_\_\_\_/ 3 pts**
  + - * Display Company Logo
      * Include a picture of product/service
      * Describe the company product line by listing at least 5 items that they sell.
* **Slide #3 Demographic Target Market Slide \_\_\_\_\_/ 10 pts** 
  + - * List factors you chose to target
      * Show a picture of what that market looks like
      * List the price of the product
      * List the promotional method(s) you would use for the market illustrated
      * Include where the product/service can be purchased
* **Slide #4 Geographic Target Market Slide \_\_\_\_\_/ 10 pts** 
  + - * List factors you chose to target
      * Show a picture of what that market looks like
      * List the price of the product
      * List the promotional method(s) you would use for the market illustrated
      * Include where the product/service can be purchased
* **Slide #5 Psychographic Target Market Slide \_\_\_\_\_/ 10 pts** 
  + - * List factors you chose to target
      * Show a picture of what that market looks like
      * List the price of the product
      * List the promotional method(s) you would use for the market illustrated
      * Include where the product/service can be purchased
* **Slide #6 Behavioral Target Market Slide \_\_\_\_\_/ 10 pts** 
  + - * List factors you chose to target
      * Show a picture of what that market looks like
      * List the price of the product
      * List the promotional method(s) you would use for the market illustrated
      * Include where the product/service can be purchased
* **Slide #7 Create an actual Promotion to display. \_\_\_\_\_/ 15 pts** 
  + - * Based off of the four promotional methods you described on previous slides create an illustration of what one of those promotions would look like.
        + You can use the computer to create the ad & insert the image in the slide
        + You can draw the advertisement & take a picture of the ad and insert it in the slide
        + If you only do television commercials / infomercials you would need to create a video of it

**Final Grade: \_\_\_\_\_\_/ 50 pts**