

MARKET SEGMENTATION ACTIVITY

From Ch. 2 Basic Marketing Concepts
(Teams of 2-4)

Step 1- Read and define the following Key Terms from page 37 into your marketing notebook:

Market segmentation	demographics	disposable income
discretionary income	geographics	psychographics
mass marketing		

Next, there are several ways marketers analyze groups of customers to see if they can be broken down into smaller clusters- called Market Segmentation. Examples include the following:

1. AGE
 - **Baby Boom Generation** (middle-aged adults & grandparents.)
 - **Generation X** (Those individuals aged 30-40 years of age.)
 - **Generation Y** (The teenager market.)
2. PRICE- must reach different income levels (expensive to inexpensive)
3. DESIRED FEATURES- Based upon what consumers want and need.
4. GENDER- products geared for either men or women.
5. ETHNIC BACKGROUND- Includes Caucasian, African-American, Hispanic, Asian-America.

Activity- Each team will be assigned one of the products listed below to research online how the product has been segmented in the market place. Next, create a word document and download a picture of the product and include 3-4 benefits provided to the customer by the product. Each team will present their findings to the class.

Save on Kennedys flash drive and label as: 1 Last Name_Segmentation

Digital camera/segment this product by Age

shampoo/ segment by gender

Hair gel/ segment by desired features

Kleenex tissues/ segment by desired features

Cereal/ segment by age