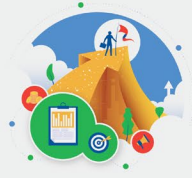


INTRODUCTION TO BUSINESS



CHAPTER 8: MARKETING THE BUSINESS

IDENTIFY AND DESCRIBE THE ELEMENTS OF A MARKETING STRATEGY

INSTRUCTIONS

The elements of a marketing strategy are Segmentation, Targeting, Differentiation, and Positioning.

1. Select one of these brands: Airbnb, Apple, Chick-fil-A, Coca-Cola, Dollar Shave Club, Dove, H&M, Louis Vuitton, Lush, Massage Envy, Nike, Restaurantware.com, Salesforce, Southwest Airlines, Starbucks, TJ Maxx, Too Faced Cosmetics, Toyota, Yeti, or Xbox.
2. Identify Targeting, Differentiation, and Positioning for your chosen company. For simplicity, we will not focus on segmentation as we do not have market data available for use in this exercise.



Targeting

Identify the target market that is being served. Use as many descriptors as possible (e.g., needs/wants, benefits that this group seeks, gender, age, and income if relevant) to create a thorough description.



Differentiation

What are the factors that make this brand different? Differentiators can be the product, service, staff, place, promised benefits, etc.



Positioning

How does this brand want to be perceived? What does it want consumers to think of it in terms of value? Is there a slogan? (Usually, slogans help to easily communicate positioning to consumers.)