



Business Virtual Learning

Course: Intro to Business

Lesson: Marketing Segmentation

May 15, 2020



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Objective/Learning Target: Students will be able to:

- (1) Identify the market segments they belong to**
- (2) Analyze the market segments of a brand/product.**

Lesson Starter

On a piece of paper, write down two separate lists. One list of products or brands you frequently buy. The second list should consist of your personality traits and hobbies.

Lesson Starter Continued

Looking at the two lists, do you see a connection between your traits and hobbies and the products/brands you purchase? For instance maybe you are athletic and you also buy Nike products.

In today's lesson we are going to look at those connections, and how businesses segment the market to target consumers.

What is Market Segmentation?

Market segmentation is the process of dividing a market of potential customers into groups, or segments, based on different characteristics. The segments created are composed of consumers who will respond similarly to marketing strategies and who share traits such as similar interests, needs, or locations.

Please watch the video to see how businesses use market segmentation to effectively market to potential customers.





Market Segments

There are many ways you can segment a market. Usually brands use more than one variable. The following is a list of common segments used by businesses to separate the market.

Geographics- Regions, Rural areas, Urban areas, Climate

Demographics- Age, Gender, Marital status, Income, Education, Ethnicity

Psychographics- Personality traits, Values, Interests, Lifestyle, Attitudes, Motivations, etc.

Behavioral- Purchasing habits, Spending habits, User Status, Brand Interactions



Starbucks Market Segment

Using the information you learned on the previous slide, please fill in what you believe fits the market that Starbucks has segmented as their customers. Be as specific and descriptive as you can be in each area.

Geographics-

Demographics-

Psychographics-

Behavioral-



Activity: Defining Your Product's Target Market

For today's activity, you will be deciding what market segment you would use for the product/service you developed for this week's lessons. Remember what your product/service is offering and determine who you believe your customers will be. Determine their shared characteristics and define them below:

Product Name/Description:

Geographics:

Demographics:

Psychographics:

Behavioral: