Unit 06 Creating Value for Target Customers

Content Area: **Business**
Course(s): **Generic Course**
Time Period: **Semester 1**
Length: **2 Weeks**
Status: **Published**

Standards

CAEP.9.2.12.C.1	Review career goals and determine steps necessary for attainment.
CAEP.9.2.12.C.3	Identify transferable career skills and design alternate career plans.
CAEP.9.2.12.C.4	Analyze how economic conditions and societal changes influence employment trends and future education.
CAEP.9.2.12.C.9	Analyze the correlation between personal and financial behavior and employability.

Enduring Understandings

Marketing stratgies include dividing ip markets into meaningful customer groups, choosing which customer groups to serve, creating market offerings that best serve targeted customer groups to serve, and positioning the offerings in the minds of consumers.

Essential Questions

What are the benefits of market segmentation?

How do companines use market targeting to evaluate market segments to their advantage?

Knowledge and Skills

1. Define the major steps in designing-cucstomer driven marketing strategy: market segmentation, market targeting, differentiation, and positioning

2. List and discuss the major bases for segmenting consumer and business markets

3. Explain how companies identify attractive market segments and choose a market-targeting strategy

4. Discuss how companies differentiate and position their products for maximum competitive advantage

Transfer Goals

How to divide up markets into meaningful customer groups, choose which customers to serve, create market

offerings in the minds of consumers.

It takes time and effort inorder to gain a customer.

Resources

Marketing, An Introduction by Armstrong and Kotler

Google Doc

Sway