

Economic Utility, 4 P's, and Segmentation

Pick a product: _____

Create a poster to use as a presentation guide that includes Economic Utility

Form
Place
Time
Possession
Information

Create a second poster to use as a presentation guide that includes the marketing mix (the 4 P's)

Price
Place
Product
Promotion

Create a third poster to use as a presentation guide that includes market segmentation descriptions

Demographics
Psychographics
Geographics

Presentation to the class.

Grading

Two Daily grades

3 Posters

Utility	35 pts
4 P's	35 pts
Mrkt Segmentation	30 pts

Presentation

Participation by all members	50 pts
Knowledge of topic	25 pts
Overall Presentation	25 pts