

Class Segmentation – 4 corners

Make 4 signs to hang up in different corners of the room similar to these showing 4 different segmentations (by color) and 4 choices.

Chinese Food

1-5 or less Gallons Unleaded Fuel per week

Junior or year of birth

City live in or Where School locker is located within the school

Mexican Food

5-10 Gallons Unleaded Fuel per week

Senior or year of birth

City live in or Where School locker is located within the school

American Food

10-15 Gallons Unleaded Fuel per week

Sophomore or year of birth

City live in or Where School locker is located within the school

Italian Food

15-20 +Gallons Unleaded Fuel per week

Freshman or year of birth

City live in or Where School locker is located within the school

Ask the students the following questions one at a time and have them go stand in the corner of the room that represents their answer. Explain the them each “sort” that you just segmented the class in to target populations.

For example:

What type of food to you like? (psychographic segmentation)

How much fuel do you personally use per week in your car? (behavioristic segmentation)

What grade are you in school?(or what year were you born) (demographics segmentation)

What city they live in? or Where in the school their locker is located? (Geographical segmentation)

Have them come up with some other class sorting questions