

Name _____

Period _____

Chapter 2.2 -Market Segmentation

- 1) Explain the Marketing Concept:
- 2) Customers _____ products
- 3) Consumers _____ products
- 4) Definition of a "Market":
- 5) Define Target Market:

Customer Analysis (profile) include the following things:

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6) Explain the questions that are included in the Marketing Mix / 4 P's of Marketing:

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7) Explain Market Segmentation:

- Demographics include:

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- Define Psychographic Segmentation:

- Define Geographic Segmentation:

- Define Behavioral Segmentation: