



Course Learning Outcomes for Unit IV

Upon completion of this unit, students should be able to:

2. Apply the market segmentation process to identify target markets.
 - 2.1 Explain the bases that a segment markets.
 - 2.2 Describe how a company uses market segmentation.

7. Explore factors that influence promotional strategies.
 - 7.1 Consider how market segmentation relates to promotional strategies.

Reading Assignment

In order to access the following resources, click the links below. Note: The transcript for each video is available to view and/or print by clicking on the "Show Transcript" tab on the right side of the video page.

You are only required to view the following portions of the video below: Segments 2 titled "Market Segmentation and Targeting" (3:45 in length) and 3 titled "Positioning in the Market" (3:44 in length).

Hopewell, L. D. (Producer), & Deege, R. (Director). (2000). *Segmenting, targeting, and positioning* [Video file]. Retrieved from <https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlaylists.aspx?wID=273866&xtid=10141>

You are only required to view the following portion of the video below: Segment 7 titled "Product Promotion: Target Marketing" (6:08 in length).

Pearce, M. (Director). (2009). *The four P's: Marketing strategies* [Video file]. Retrieved from <https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlaylists.aspx?wID=273866&xtid=41111&loid=88032>

You are only required to view the following portions of the video below: Segments 7 titled "Buy-ology" (1:23 in length) and 8 titled "Data Mining & Targeted Marketing" (2:30 in length).

Weitzner, M. (Producer). (2011). *Supermarkets Inc.: Inside a \$500 billion money machine* [Video file]. Retrieved from <https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlaylists.aspx?wID=273866&xtid=47287>

Unit Lesson

Click [here](#) to access the Unit IV Lesson presentation. (Click [here](#) to access the PDF version of this presentation.)

Suggested Reading

This CNBC original documentary looks at how Facebook began, evolved, and has become a part of our daily lives. Segment 11 is especially applicable to this course.

Weitzner, M. (Producer). (2011). *The Facebook obsession* [Video file]. Retrieved from <https://libraryresources.columbiasouthern.edu/login?auth=CAS&url=http://fod.infobase.com/PortalPlaylists.aspx?wID=273866&xtid=47286>