Module 3 Assignment

Use the Capstone Project Case Study (provided in the Module 8 folder) to conduct a market analysis. In your market analysis, identify the segments (potential patients and physicians, for example) and provide a summary of your findings.

Develop a written report of your market analysis. In your market analysis, you will identify the segments (potential patients and physicians, for example) and provide a summary of your findings. Include a visual diagram of your overall market analysis; this should be placed in an appendix.

Use the links below to see examples of common styles of visual maps. Use this information to create your own visual image that addresses the different facets of the market analysis. You may also use Smart Art elements, which are built right into Power Point. The map is to be used as a supplement to your written market analysis. Note that the market analysis produced will be used in the final submission of your Capstone Project.

[https://www.clearpointstrategy.com/complete-strategy-map-template-examples/ (Links to an external site.)](https://www.clearpointstrategy.com/complete-strategy-map-template-examples/)

[https://www.smartdraw.com/strategy-map/ (Links to an external site.)](https://www.smartdraw.com/strategy-map/)

Your well-written market analysis should meet the following requirements:

* Be three to four pages in length, not including the cover or reference pages.
* Utilize headings to organize the content.
* Include the strategic thinking map *in an appendix.*
* Include a minimum of four references with associated in-text citations. The [CSU Global Library (Links to an external site.)](http://csuglobal.libguides.com/libraryhome) is a good place to find these references.
* Be formatted according to the [CSU Global Writing Center (Links to an external site.)](https://csuglobal.libguides.com/writingcenter/apa7_resources).