



Developmental Math: A comprehensive analysis of math tutoring across TX schools

A Clearlytic Study



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Regionality



State and National Comparisons to TX writing students

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Demographics



Differences between student demographic groups taking TX writing sessions

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- Rural vs Urban TX Community Schools 04
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Subject Matter



Subtopic analysis of sessions with TX writing students

03

- Comparisons to the national average 04
- Rural vs Urban TX Community Schools 04
- Differences through time 04

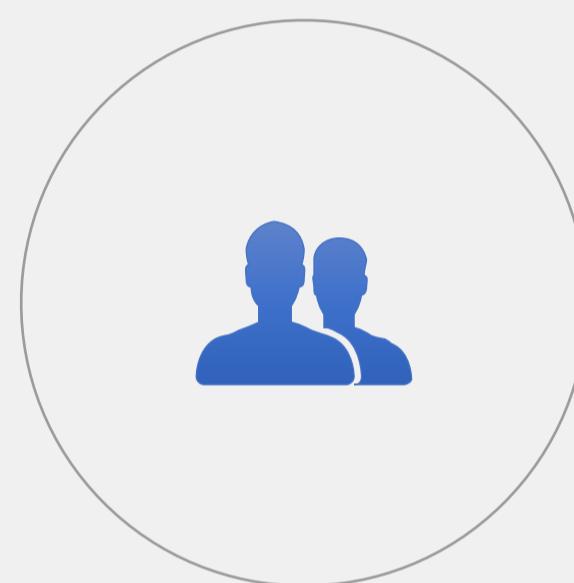


Key Takeaways



01

Graphing, trigonometry, and using quadratic equation are recurring focus topics. Integrals (calculus) show up often but often have high understanding



02

Texas Math students have lower understanding ratings than students from other states



03

Consistent growth in usage and improvement in ratings is not homogeneous. A majority of students that get 5 stars just start there.



Key Action-items



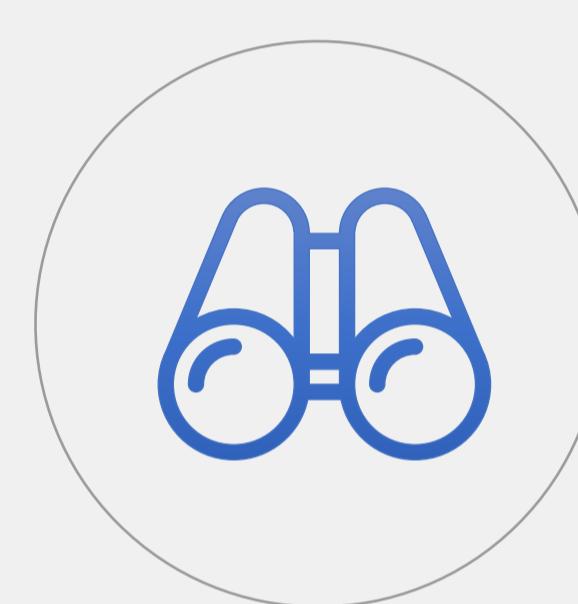
01

Texas math students should be required to schedule >5 sessions per semester.



02

Build out resources to improve core Algebra skills. In particular: graphing, factoring, and solving systems of equations.

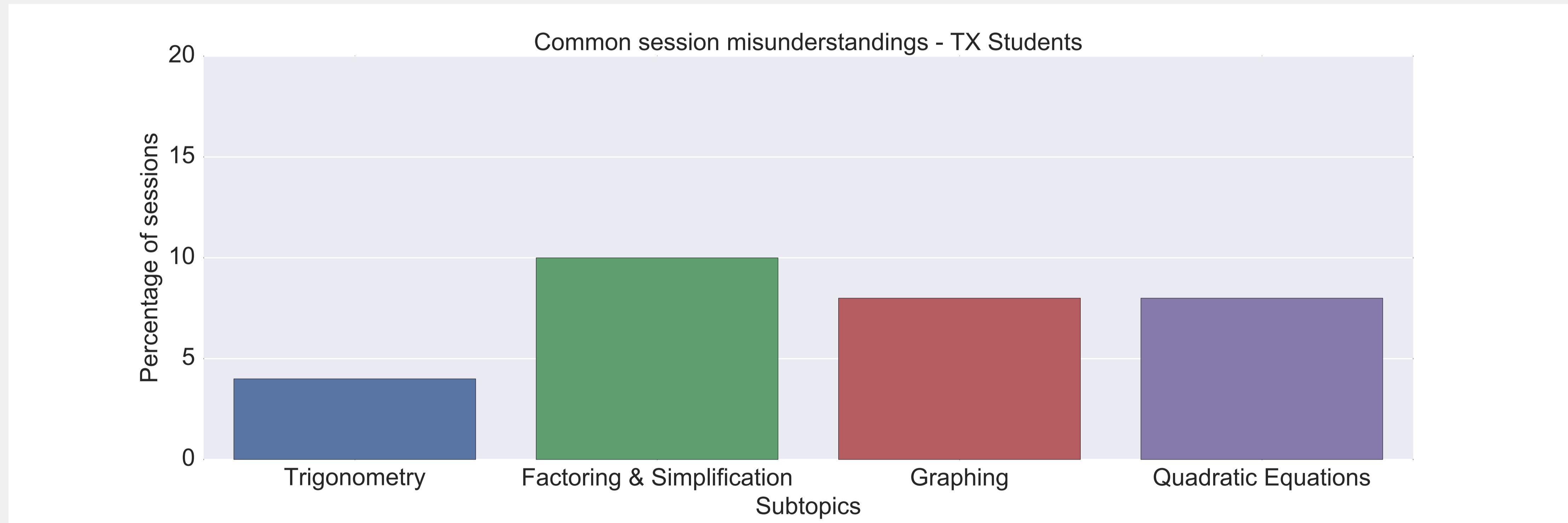


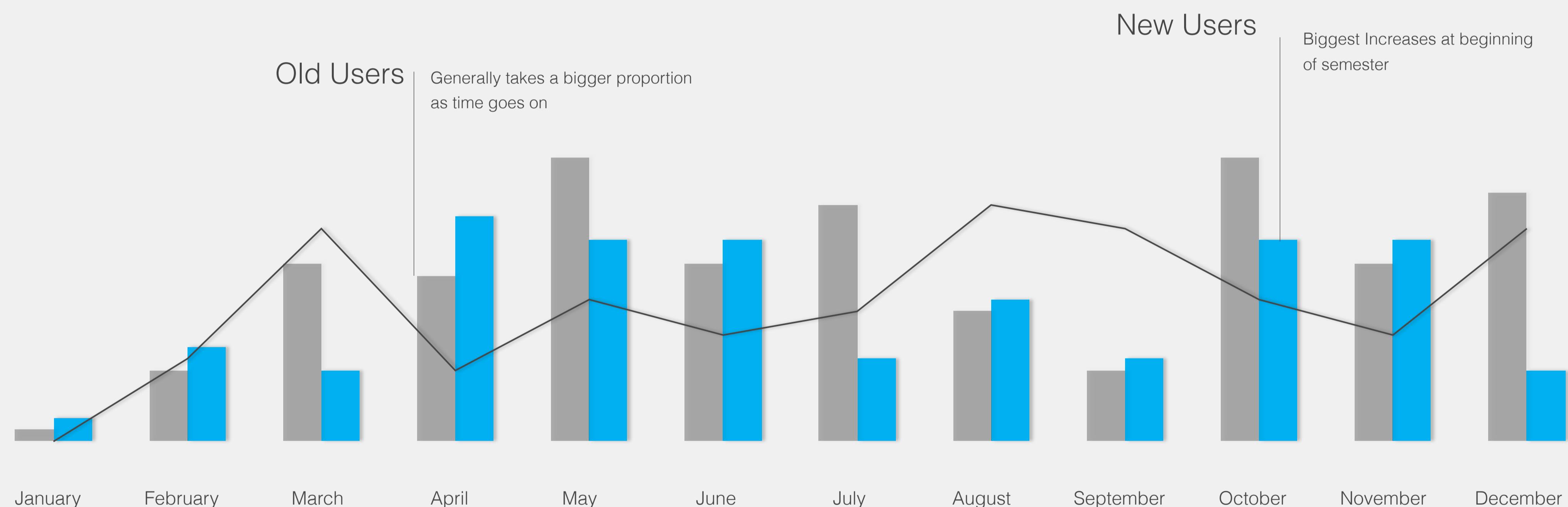
03

Isolate students with 3 or more sessions at 3 stars or less. They have the highest probability for improvement.



Common Subtopics in Texas Math Sessions







National Math Tutoring Statistics - Overview

<u>NATIONAL</u>	Coaches per Unique User	Understanding Rating	Session length
Count	1520	1429	1520
Mean	2.98 coaches	4.14 stars	53.77 minutes
Standard Deviation	4.11 coaches	1.05 stars	23.10 minutes
Minimum	1 coach	1 star	4 minutes
25%	1 coach	3 stars	33 minutes
50%	2 coaches	5 stars	57 minutes
75%	5 coaches	5 stars	73 minutes
Maximum	81 coaches	5 stars	90 minutes



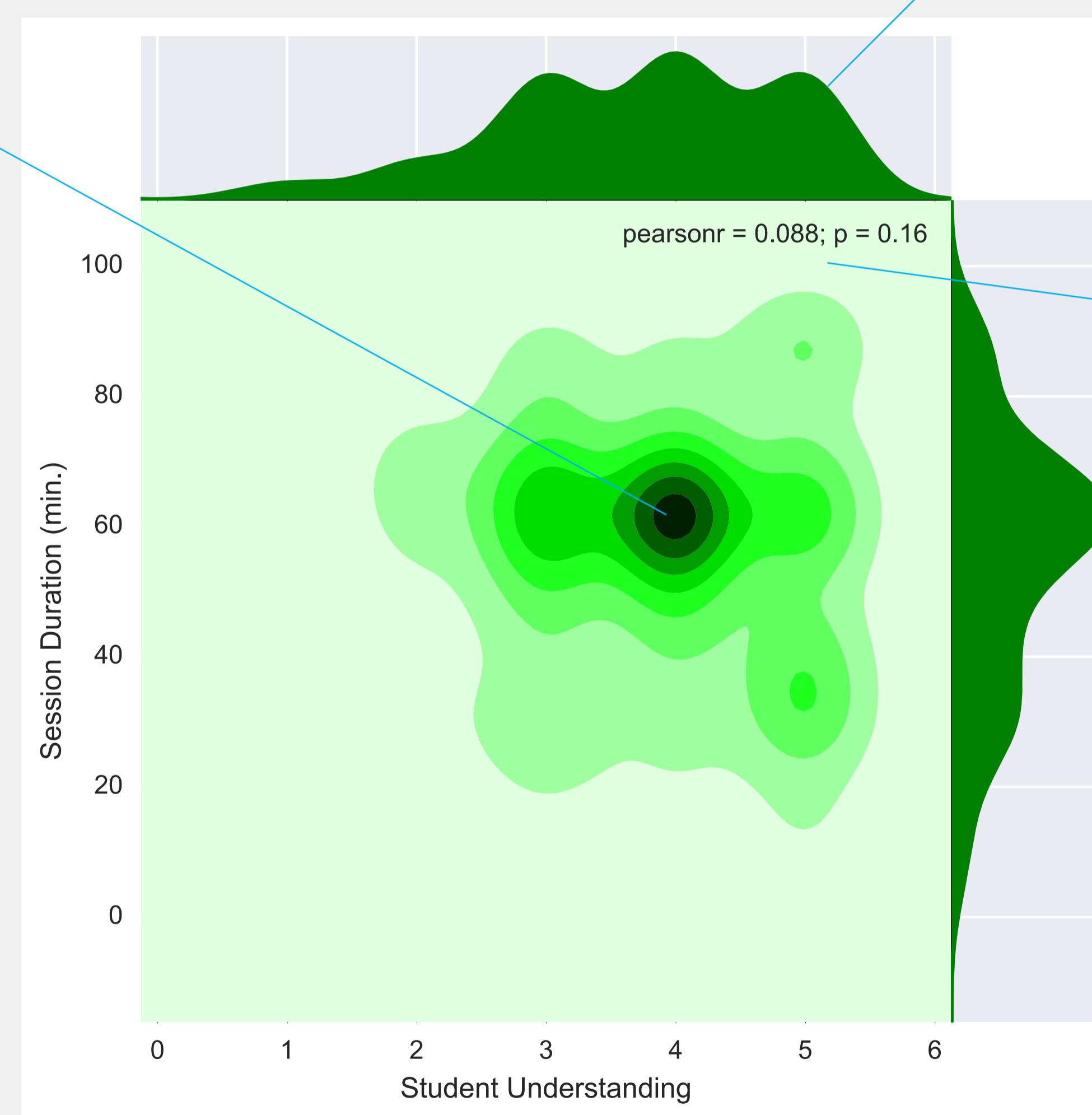
Texas Math Tutoring Statistics - Overview

TEXAS	Coaches per Unique User	Understanding Rating	Session length
Count	399	360	399
Mean	5.37 coaches	3.94 stars	56.00 minutes
Standard Deviation	9.66 coaches	1.13 stars	22.46 minutes
Minimum	1 coach	1 star	5 minutes
25%	1 coach	3 stars	37 minutes
50%	1 coach	4 stars	60 minutes
75%	3 coaches	5 stars	72 minutes
Maximum	26 coaches	5 stars	90 minutes



Understanding Tutoring Session Heat Maps

Darker spots on the map correspond to the most common understanding ratings and session durations.



This is the distribution of understanding ratings for all students in this population.

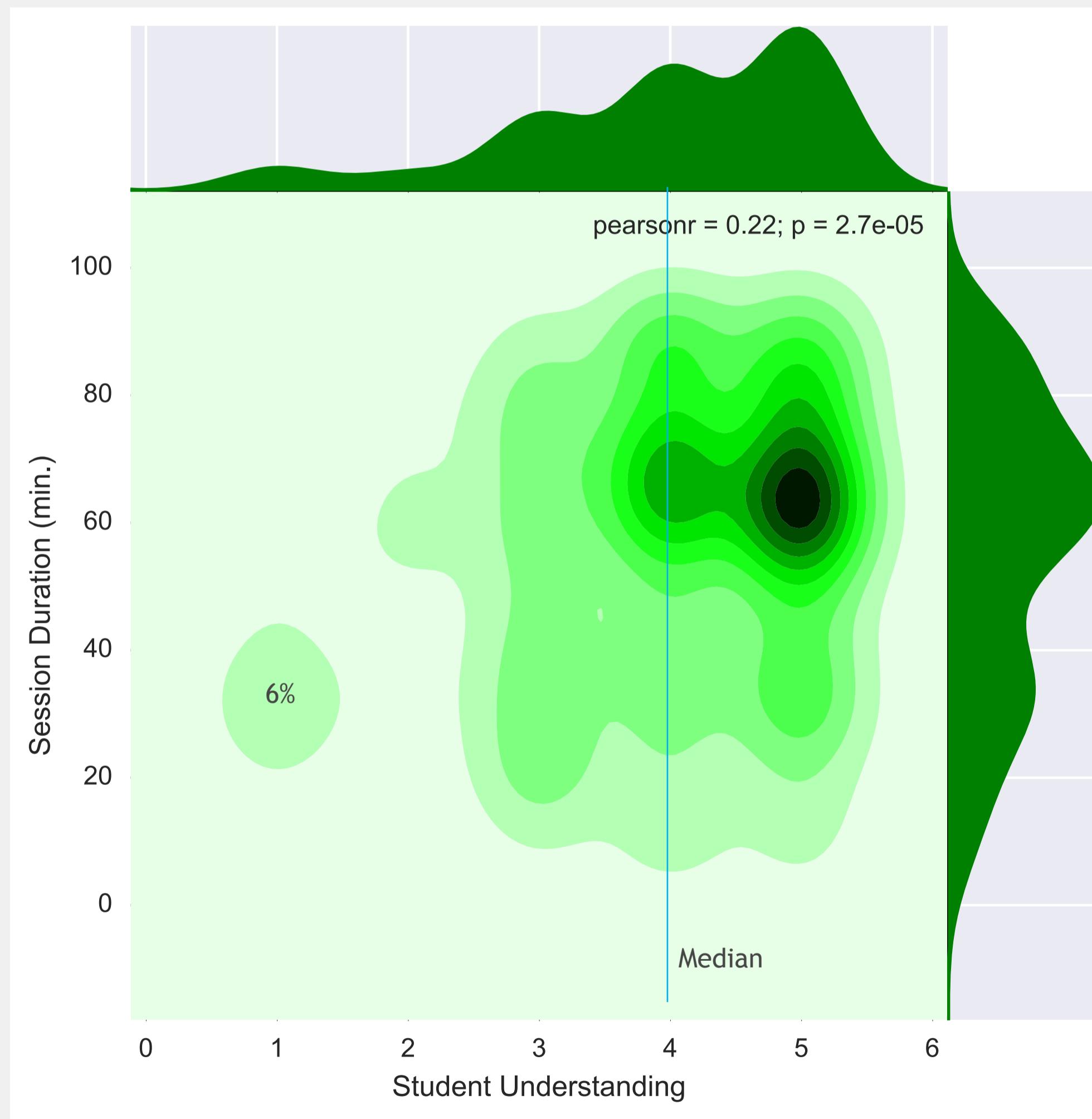
The closer this number is to 1, the stronger the positive, linear relationship between student understanding and session duration.

This is the distribution of session durations for this population. The peak is at 60.

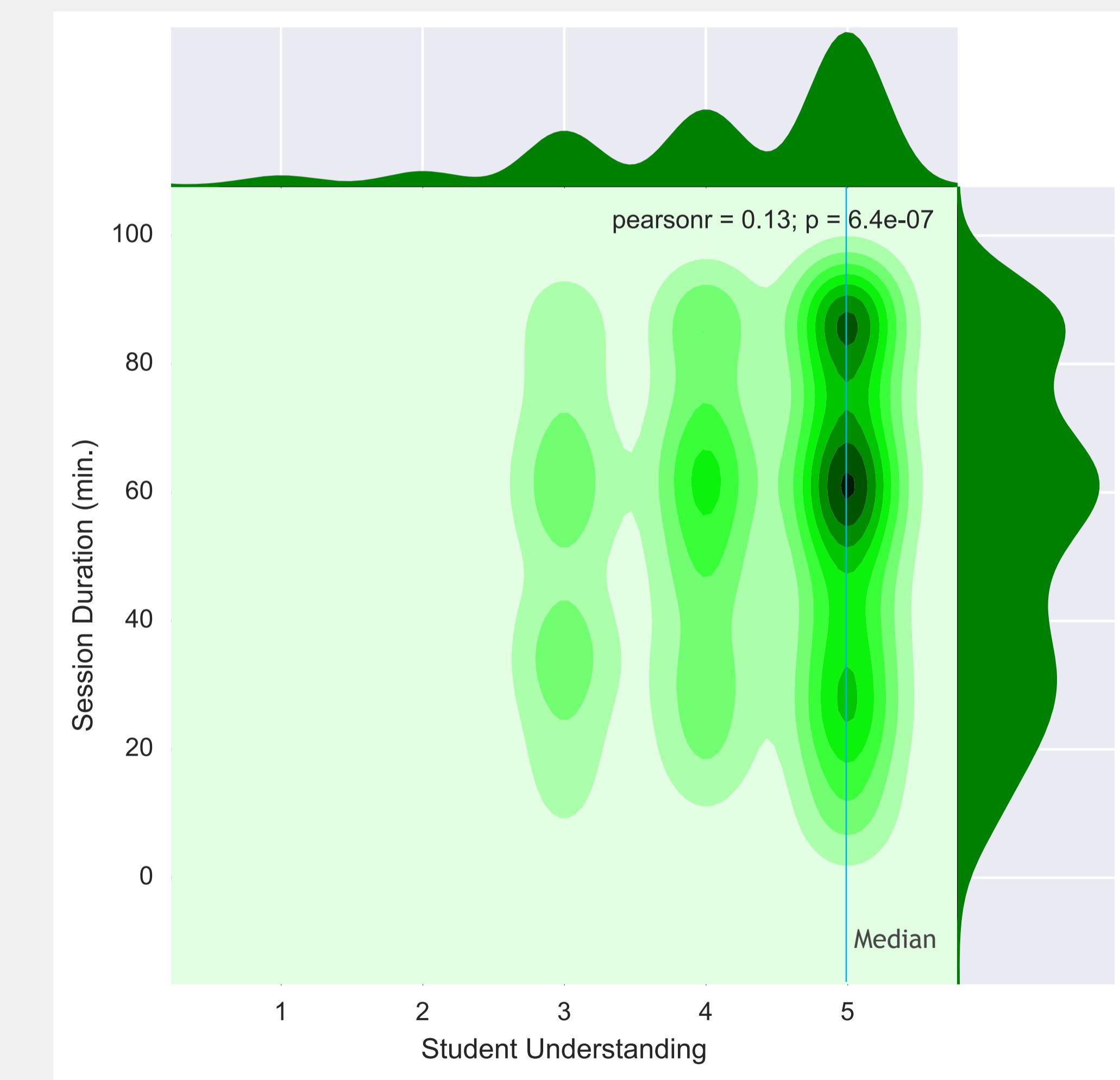


TX Math students have more varied understanding

Texas Math Students



Rest of US Math Students





Difference in 5-star Proportion is Statistically Significant

A significant difference in 5 star ratings. Signal, not noise

Despite >95% overlap in tutors,
10% differential in proportion of 5 star sessions



Differences are only in relative proportions of 4 & 5 stars



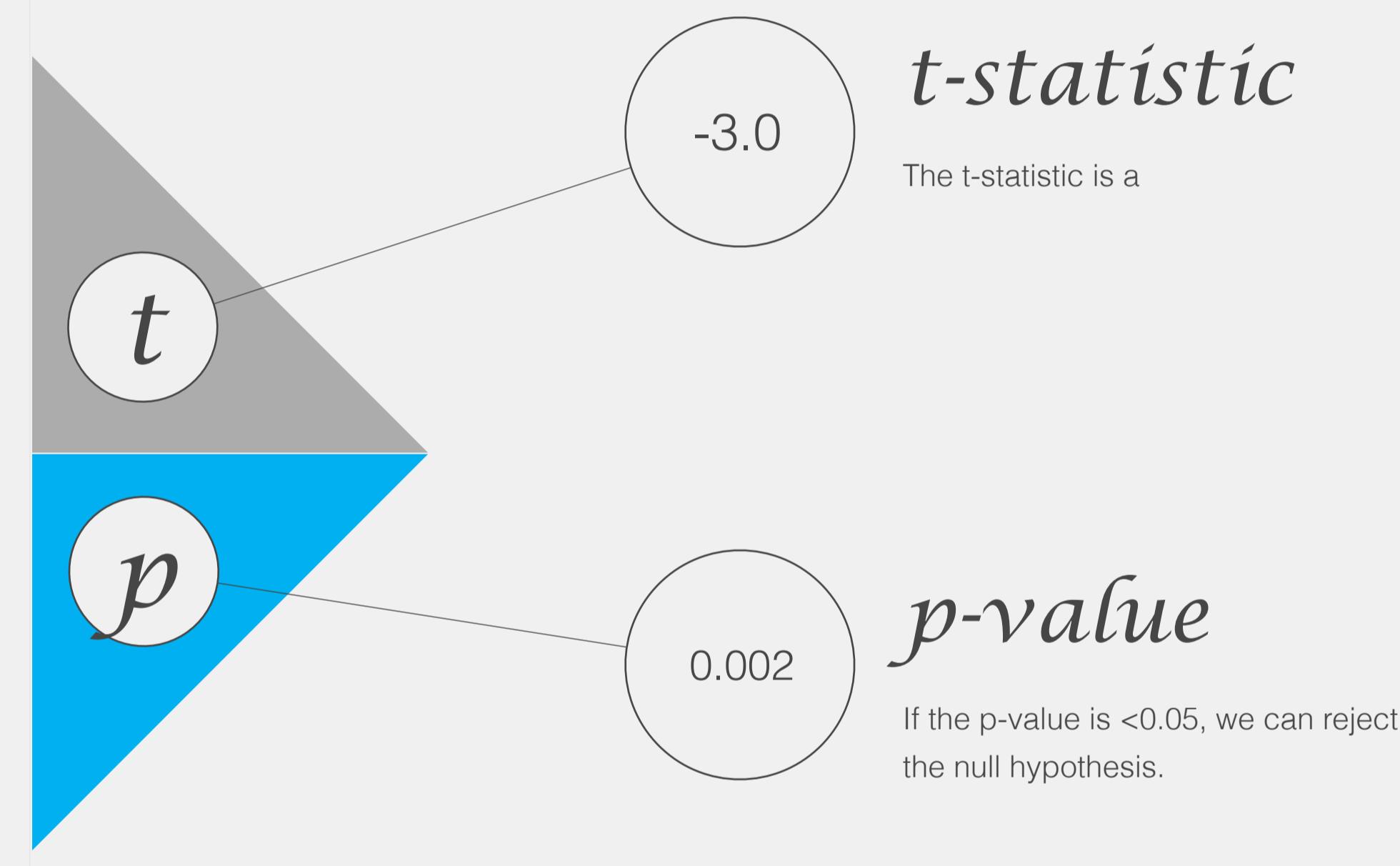
Not due to different coaches
Less than 5% of coaches taught only one of the two populations



Student's T-Test

The populations are significantly different

Students T-test also suggests a **rejection** of the null hypothesis, where the null hypothesis is: “Texas and US Math students have same performance ratings outside of random variation.”





Chi-Square (χ^2) Test

The populations are significantly different

Chi-Square contingency table is less conclusive, with a higher p -value at **0.049**. Here is the expected distribution for each population (TX and US)

	Texas	US
5 Stars	169	585
4 Stars	100	345
3 Stars	70	243
2 Stars	14	50
1 Stars	15	51
χ^2	9.47	9.47
p	0.049	0.049
Degrees of Freedom	4	4

Chapter One
People on Spot

01

EVERYTHING PAST HERE IS
TEMPLATES!!!!!!!!!!!!!!



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01

Web Design

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02

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● Topic ONE

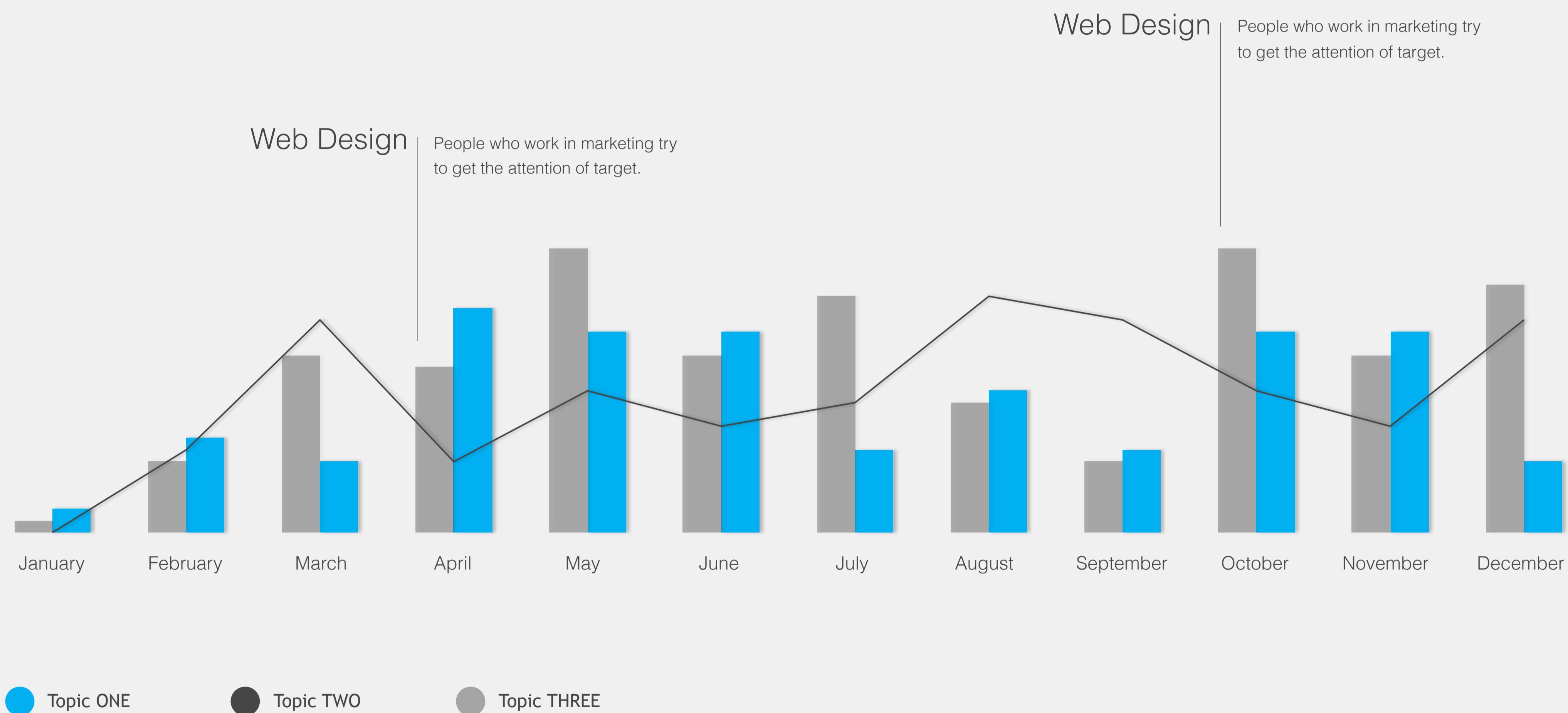
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● Topic THREE



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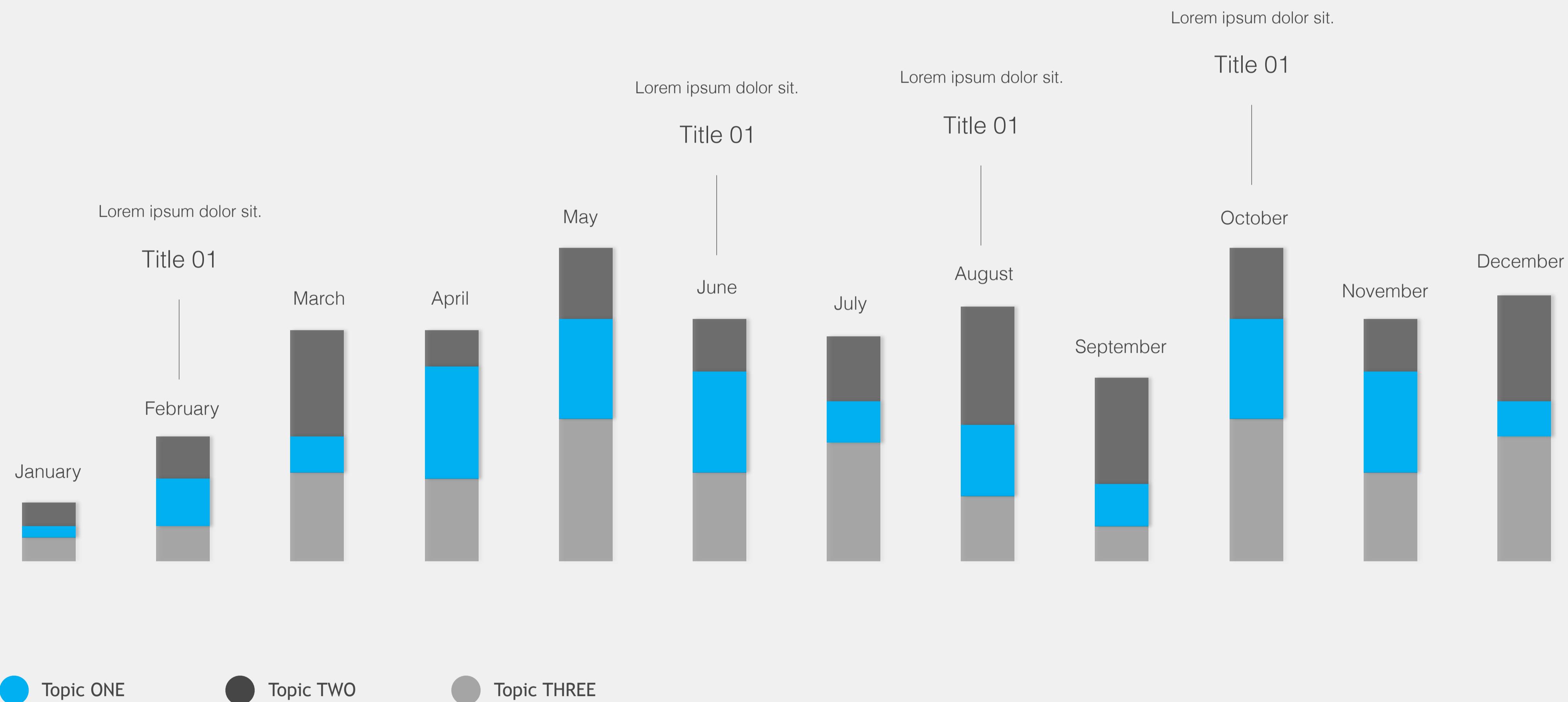
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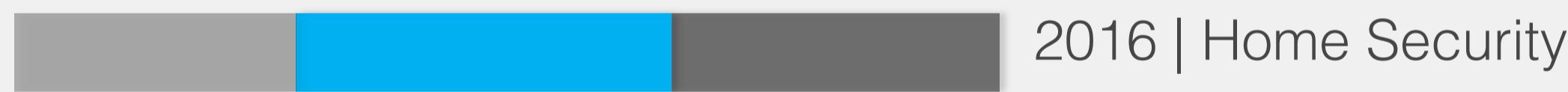
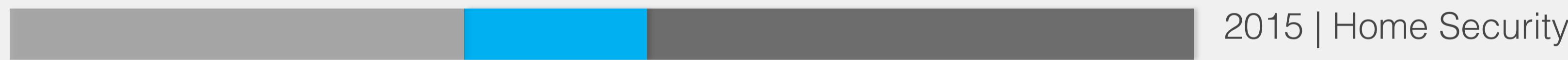
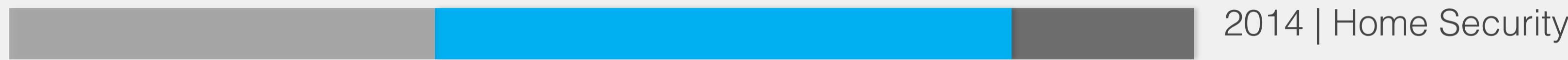
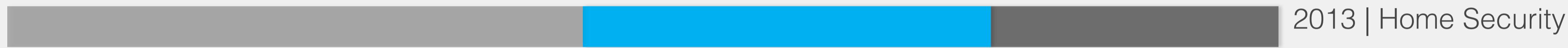
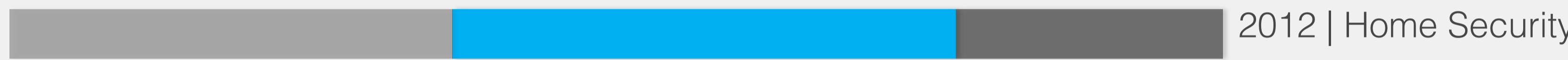
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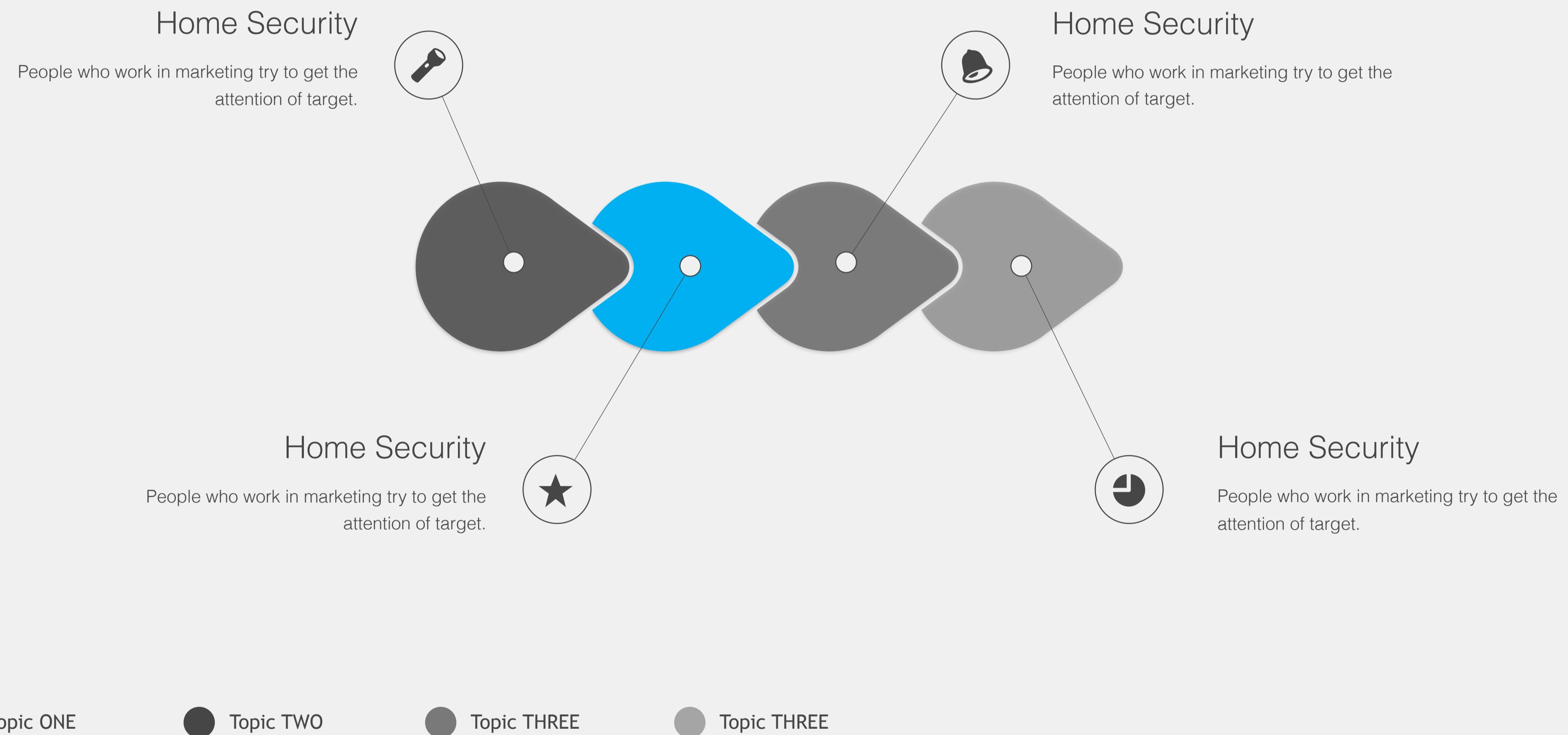
● Topic TWO

● Topic THREE



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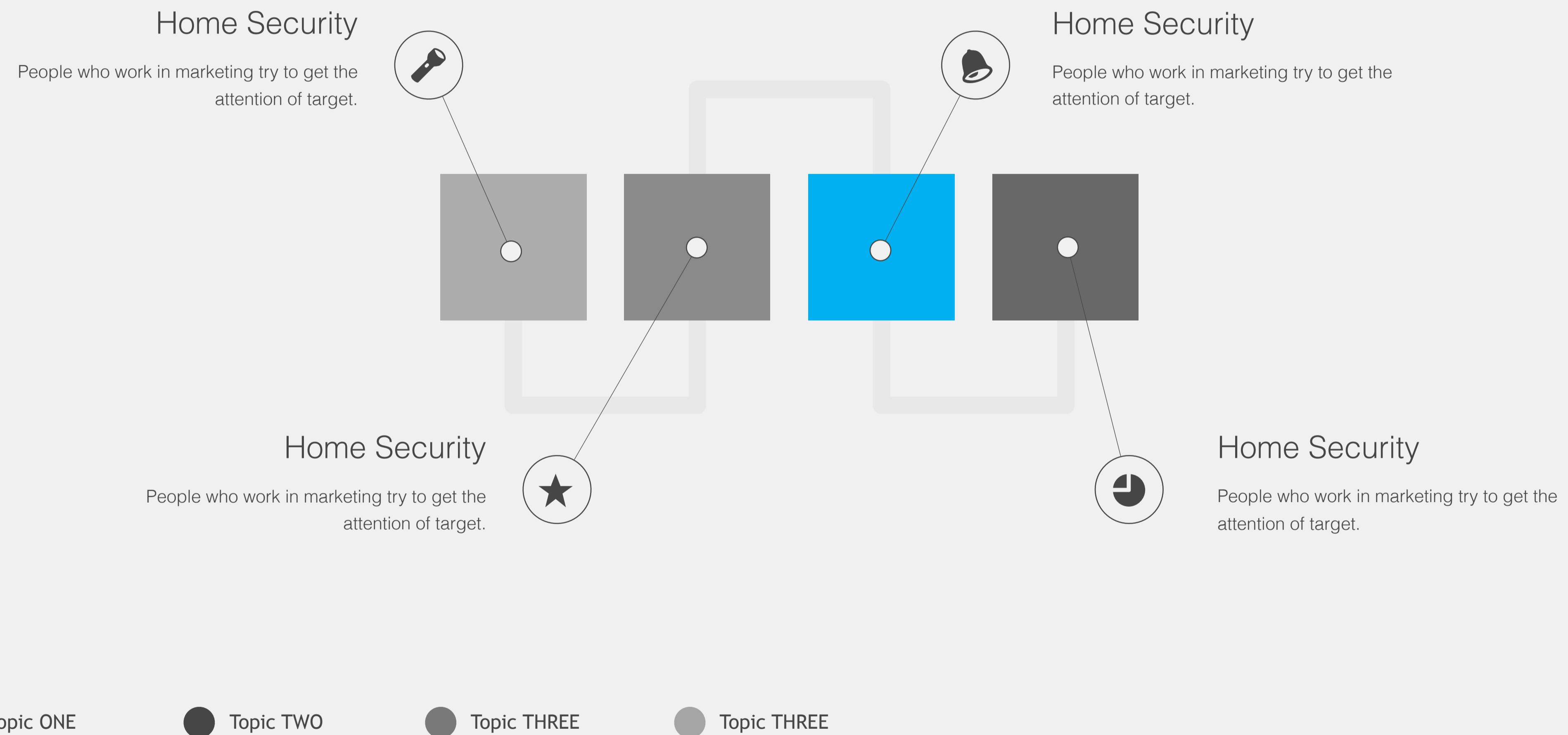
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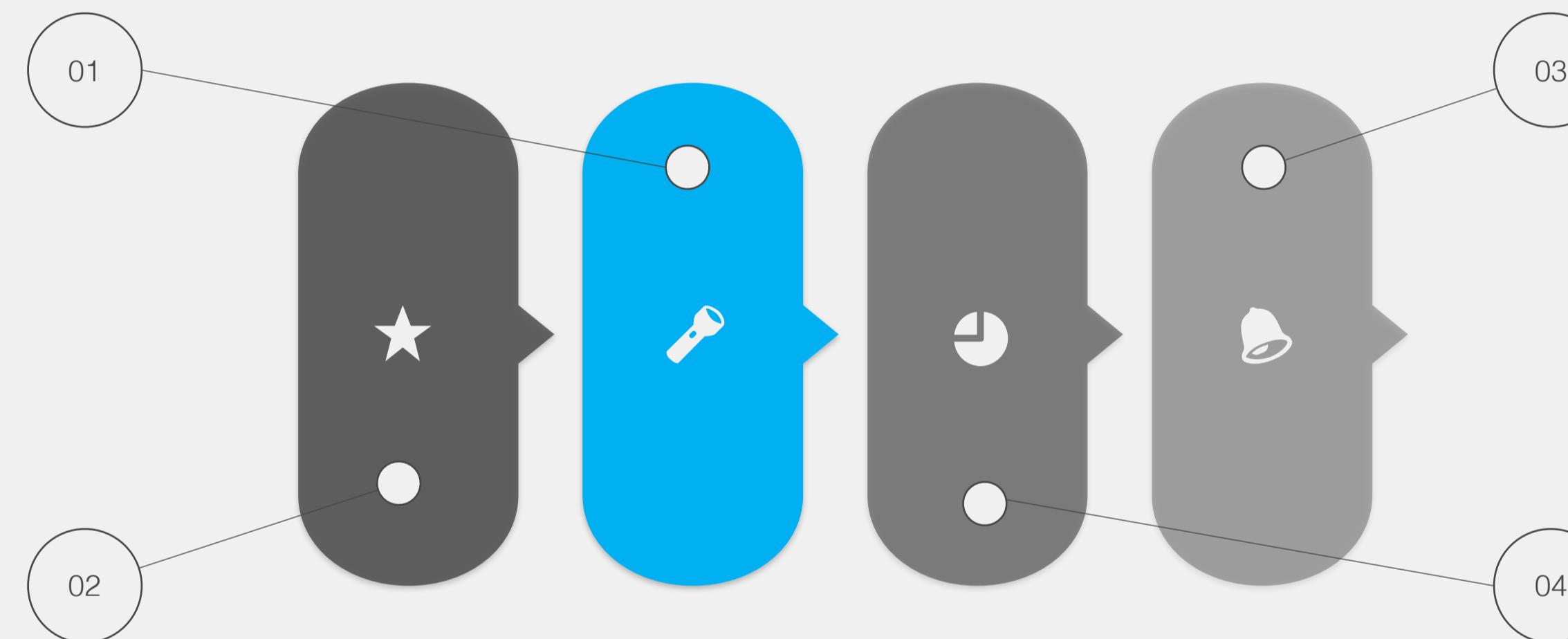


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● Topic TWO

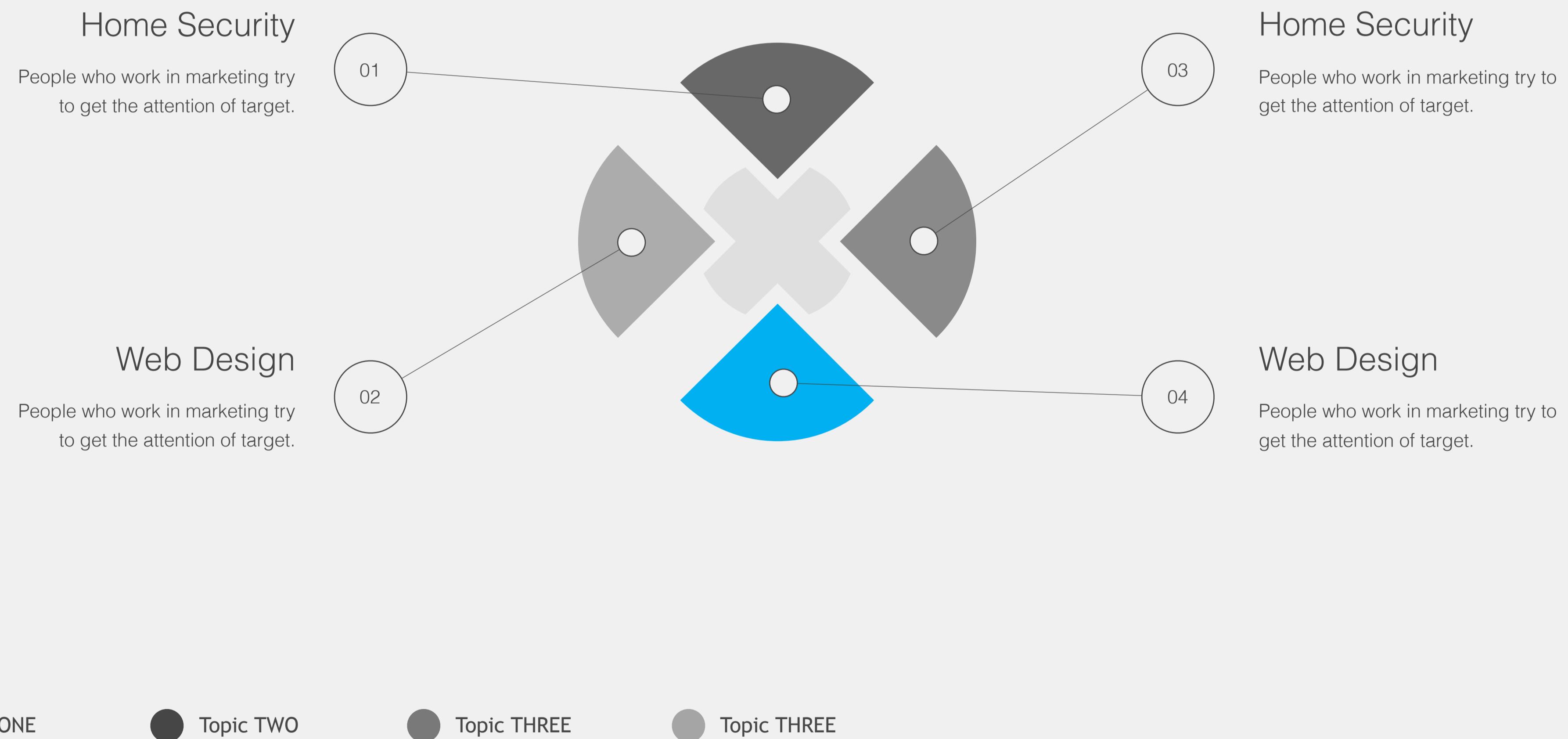
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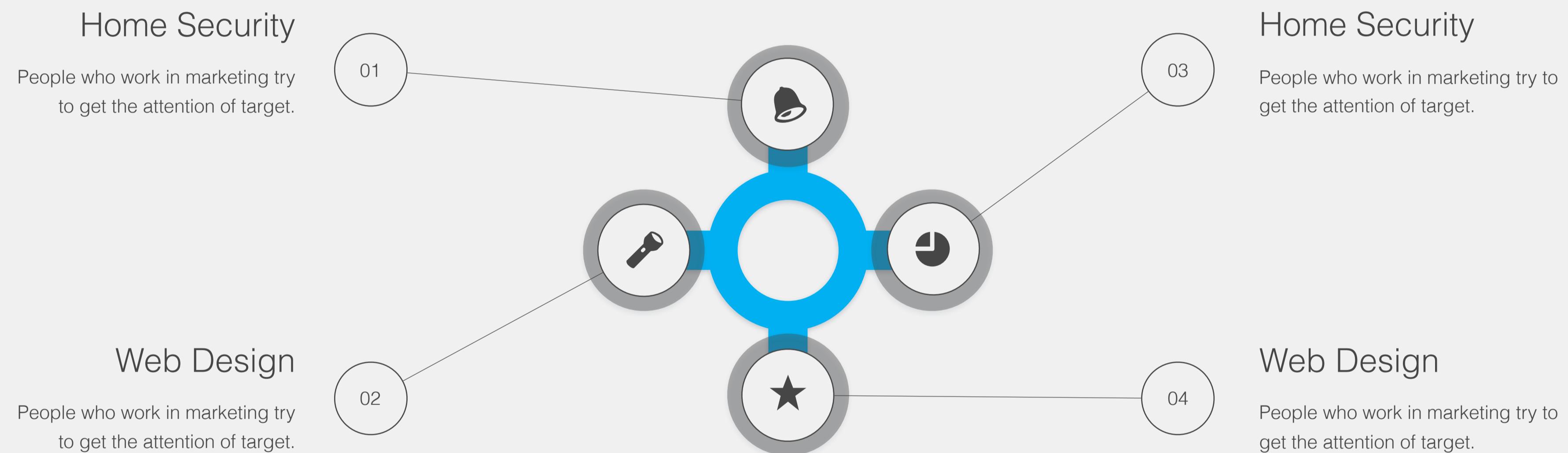
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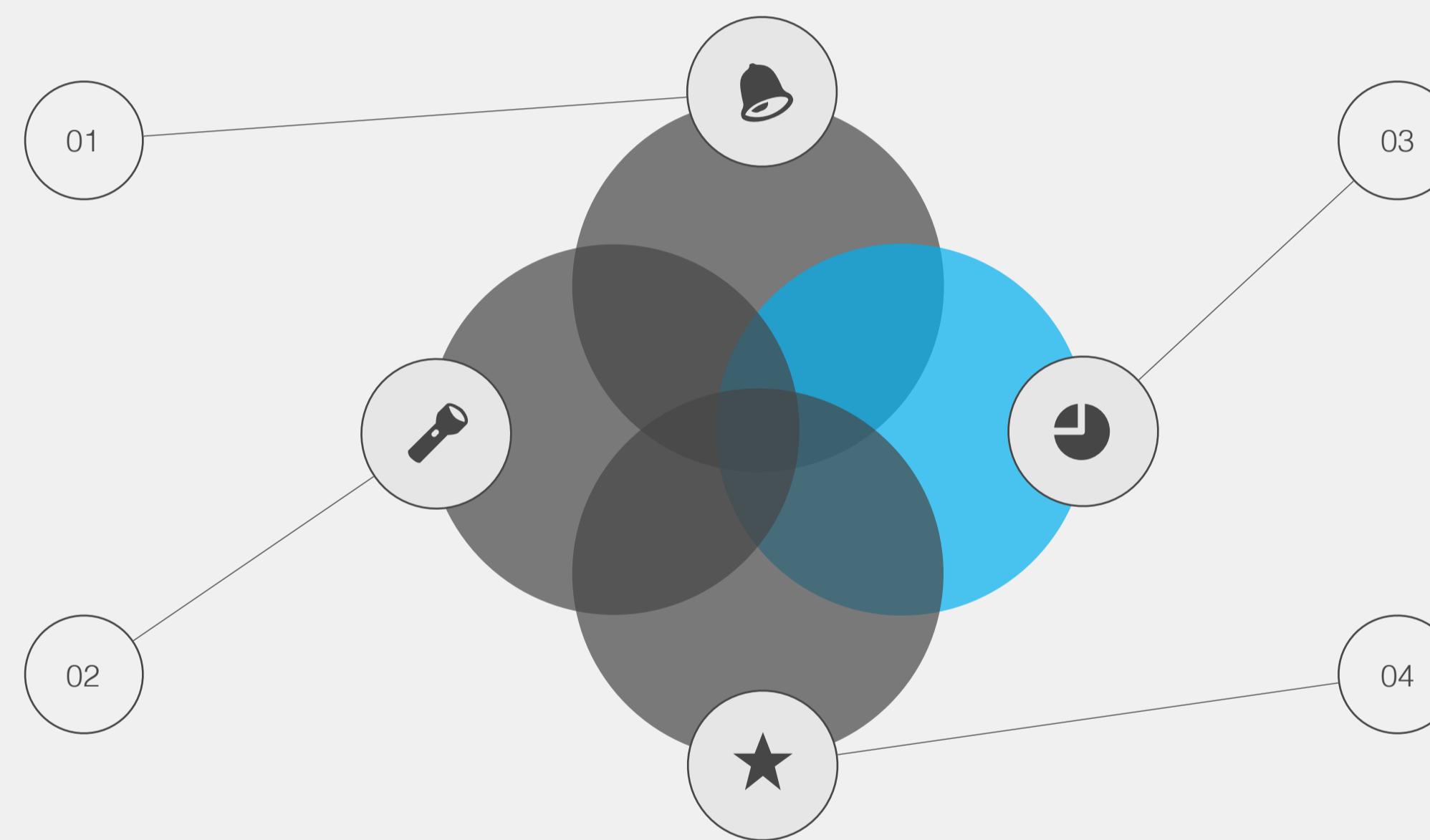


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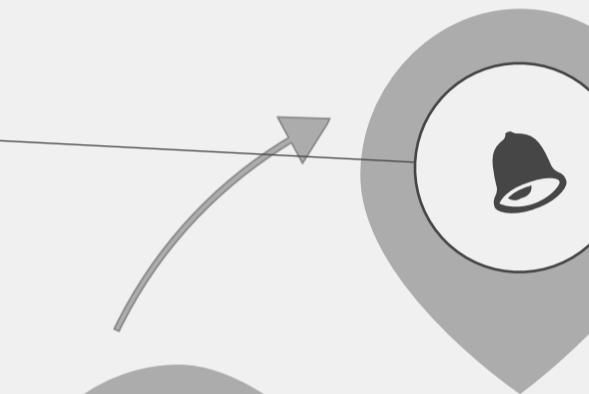
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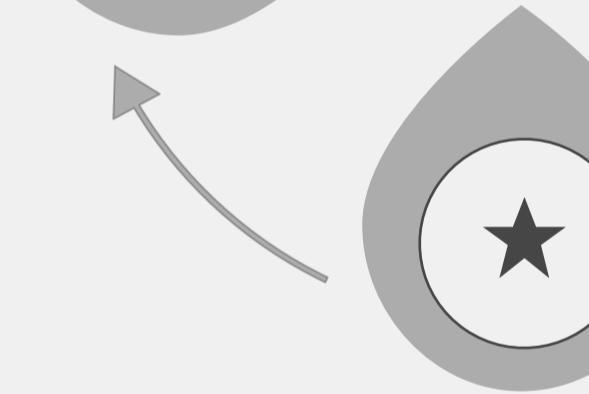
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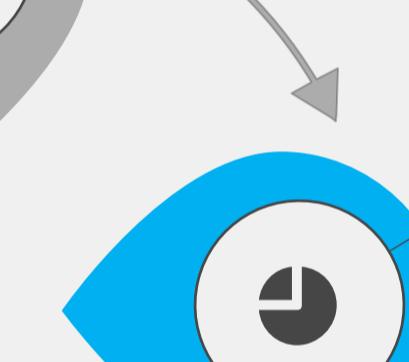
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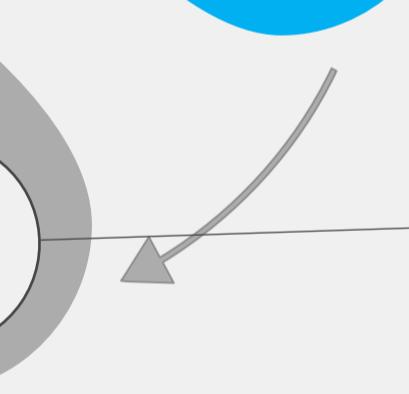
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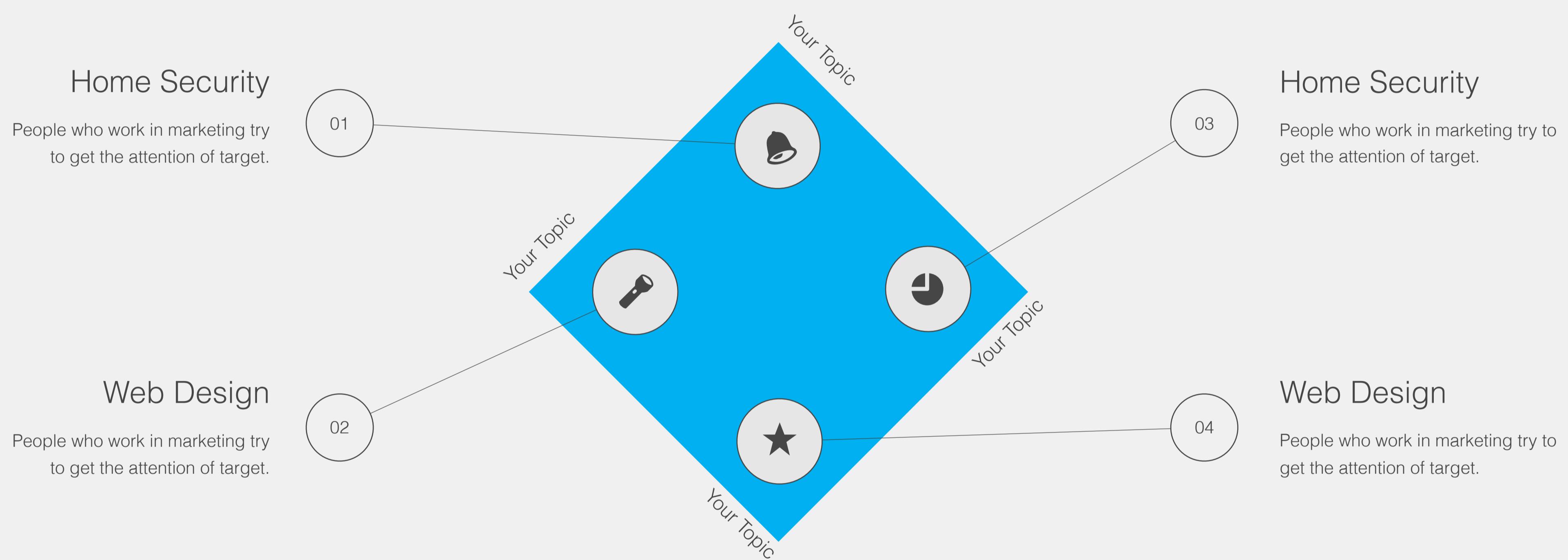
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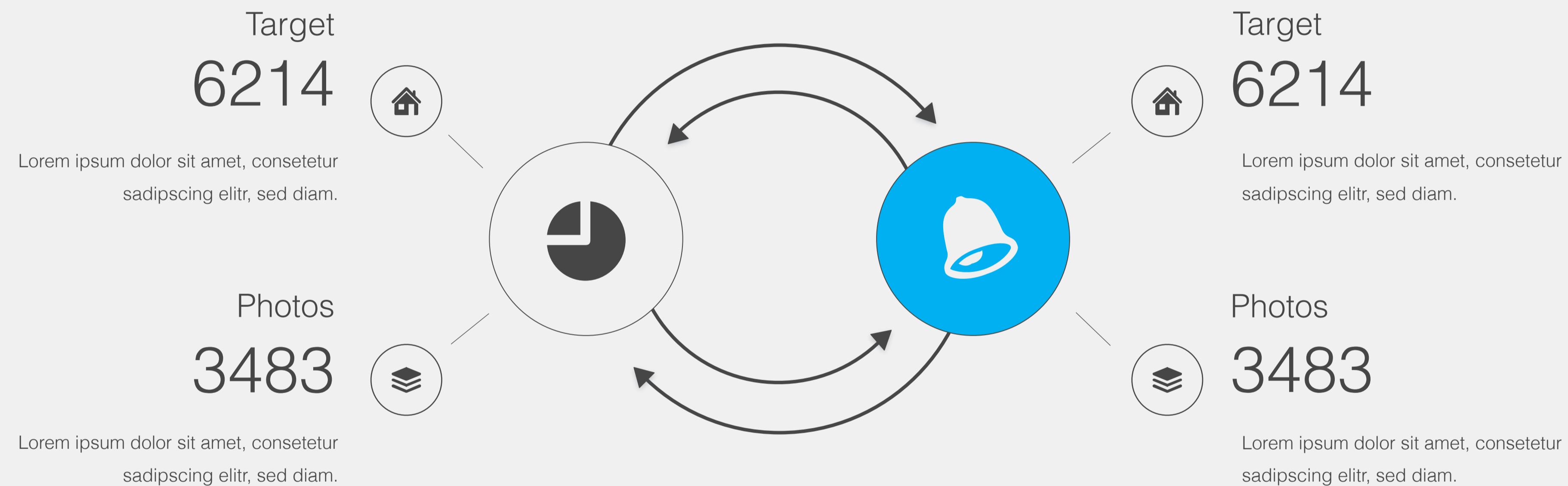
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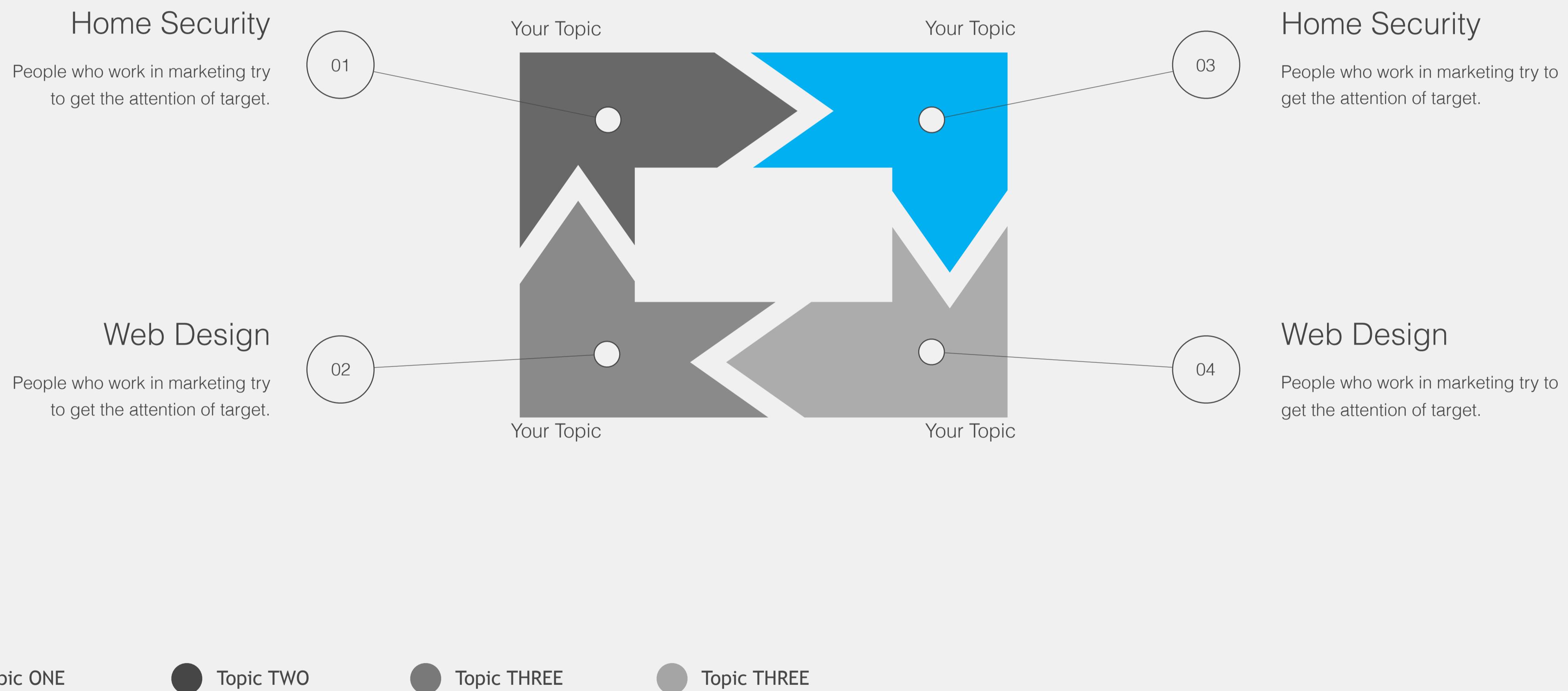
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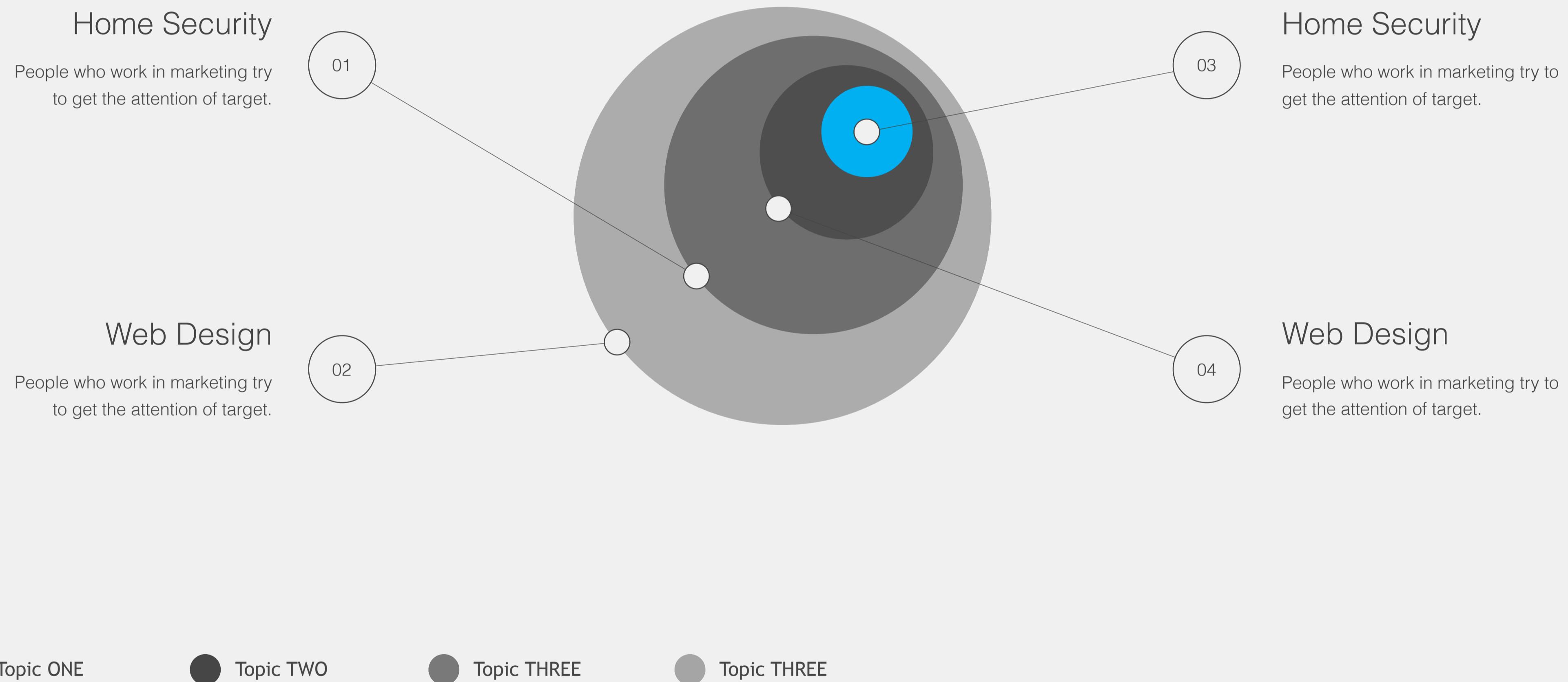
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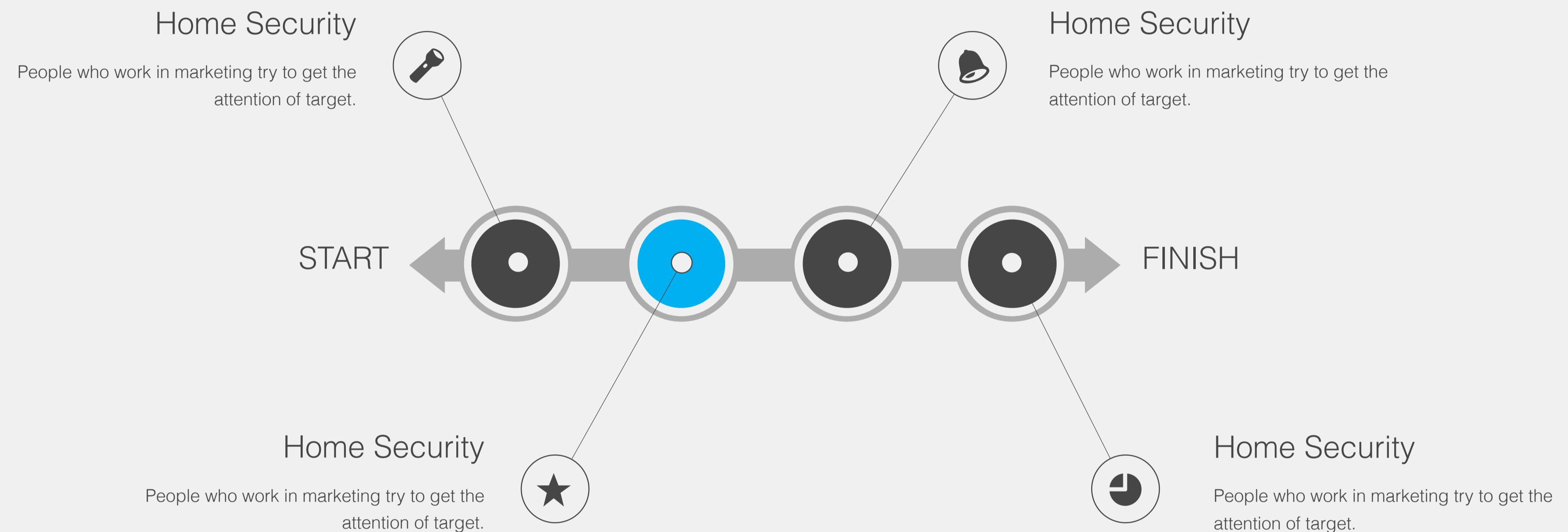
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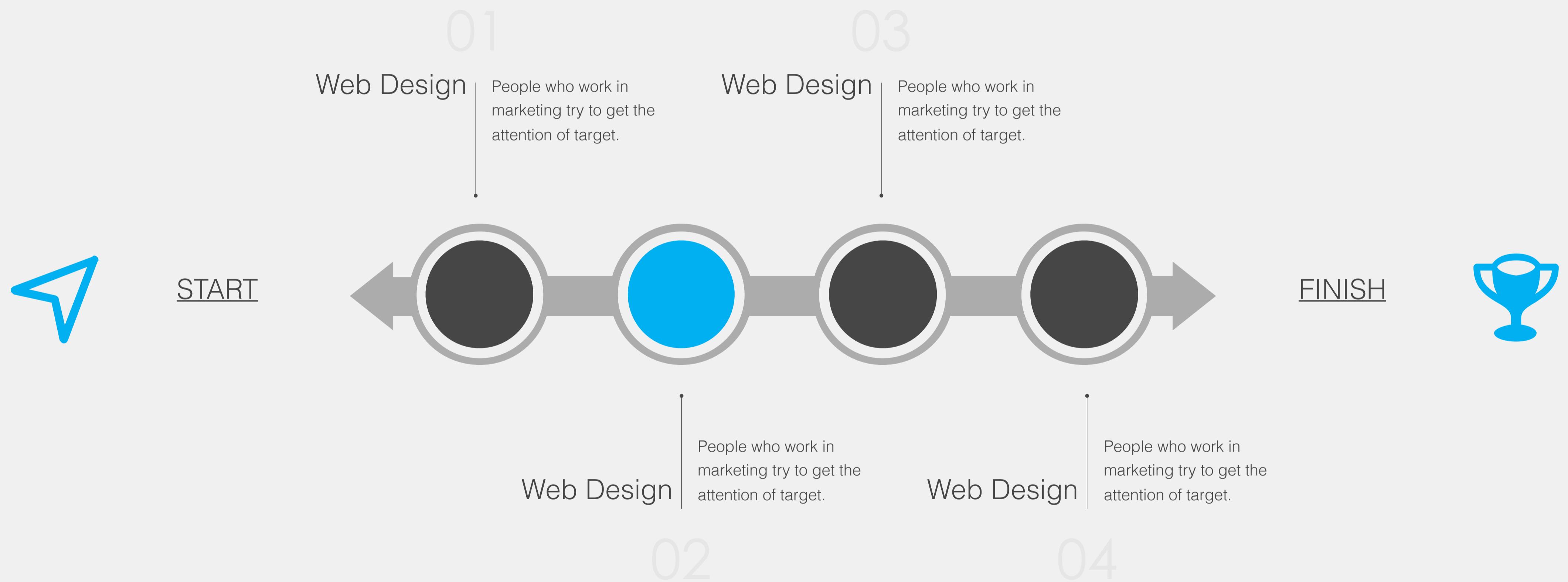
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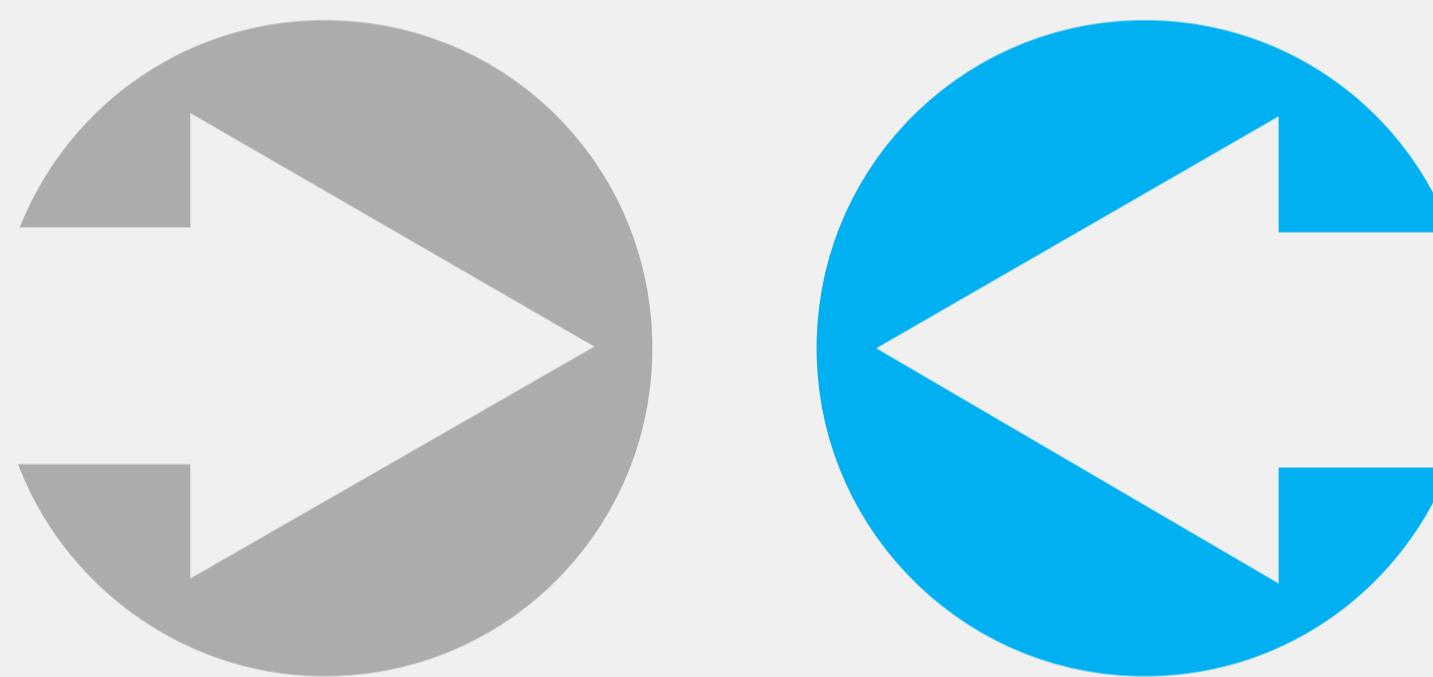
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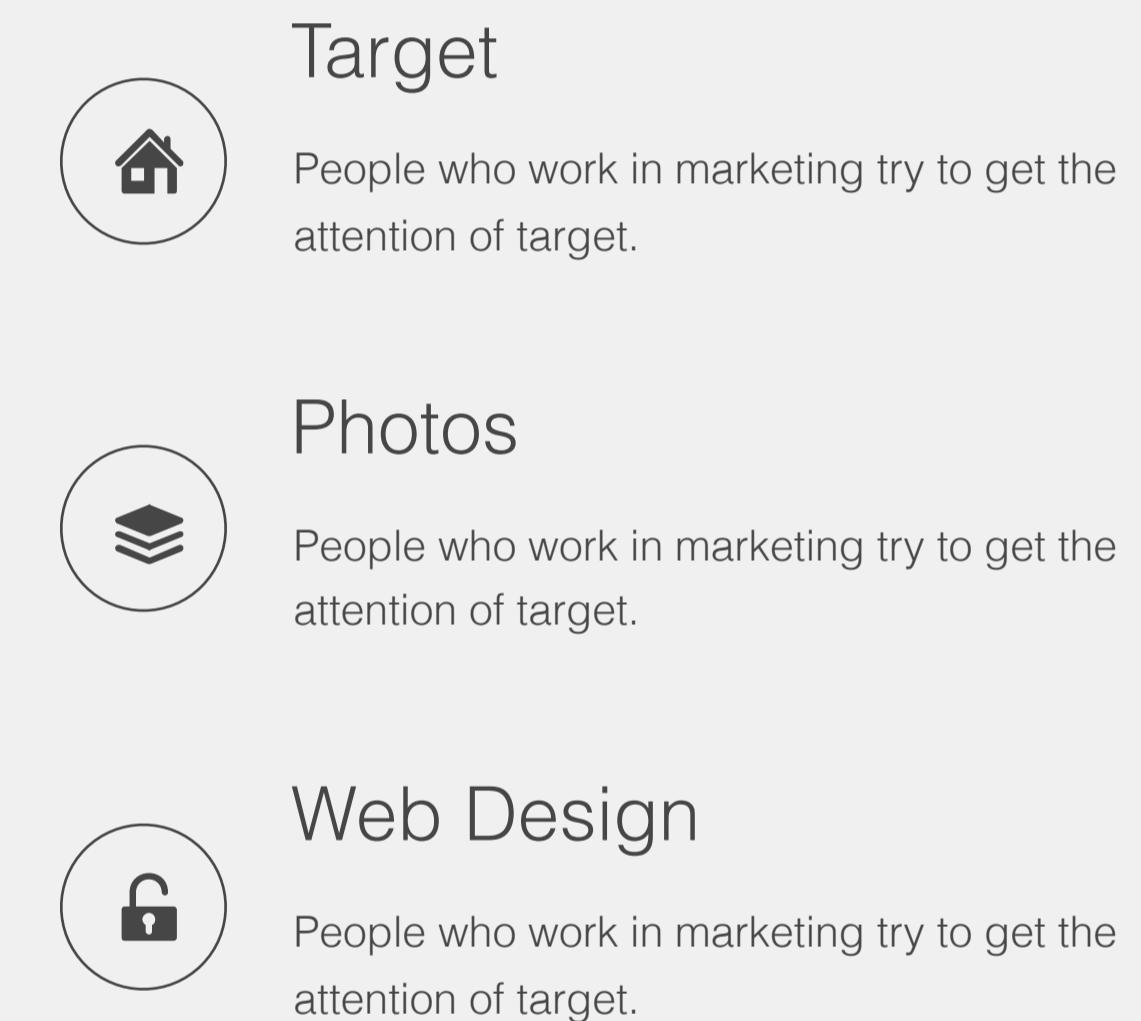
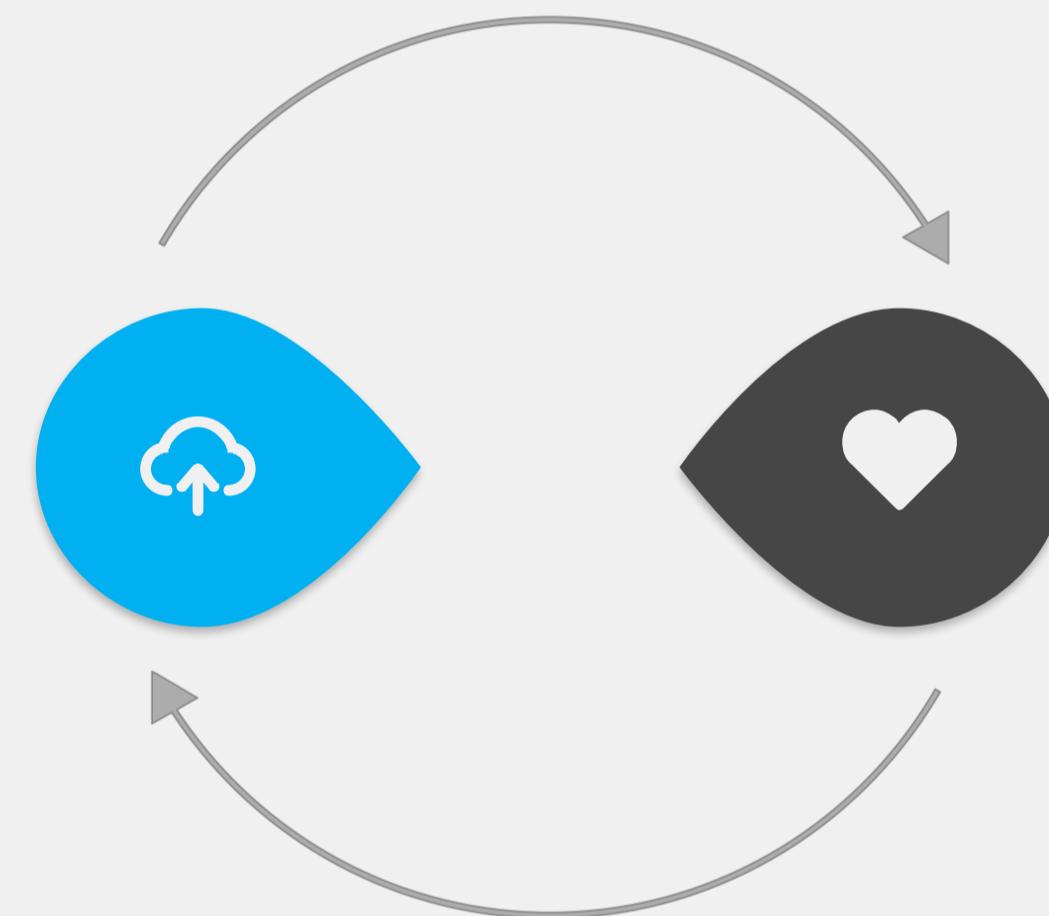
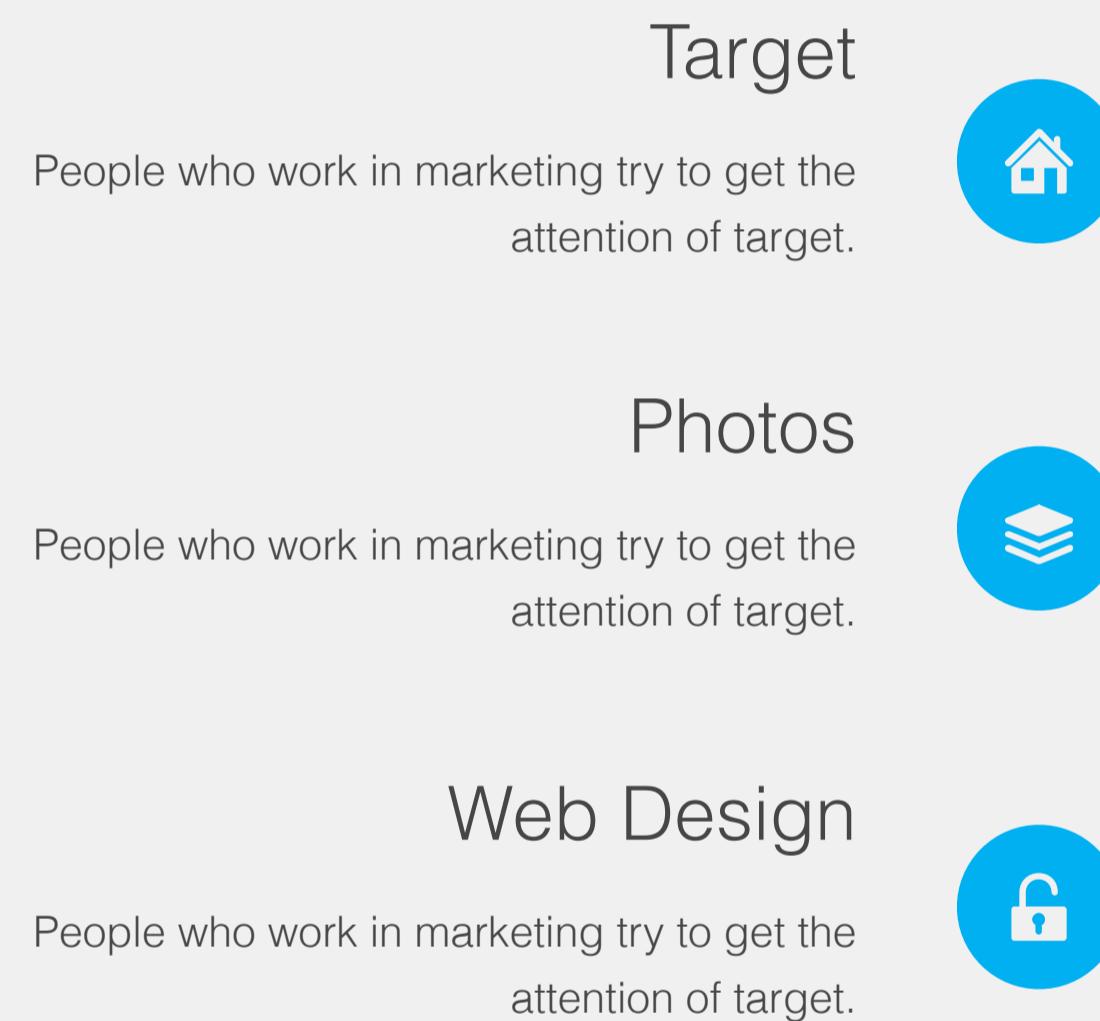
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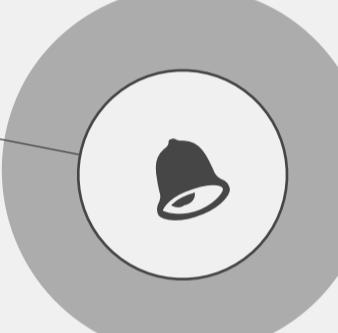


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01



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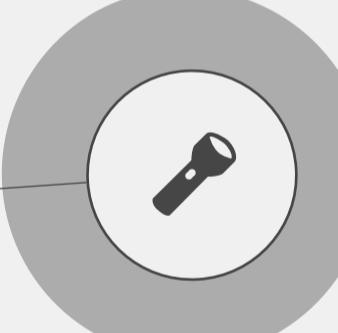
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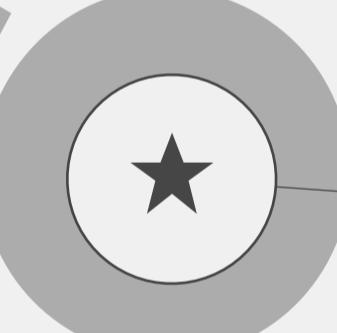
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01



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03



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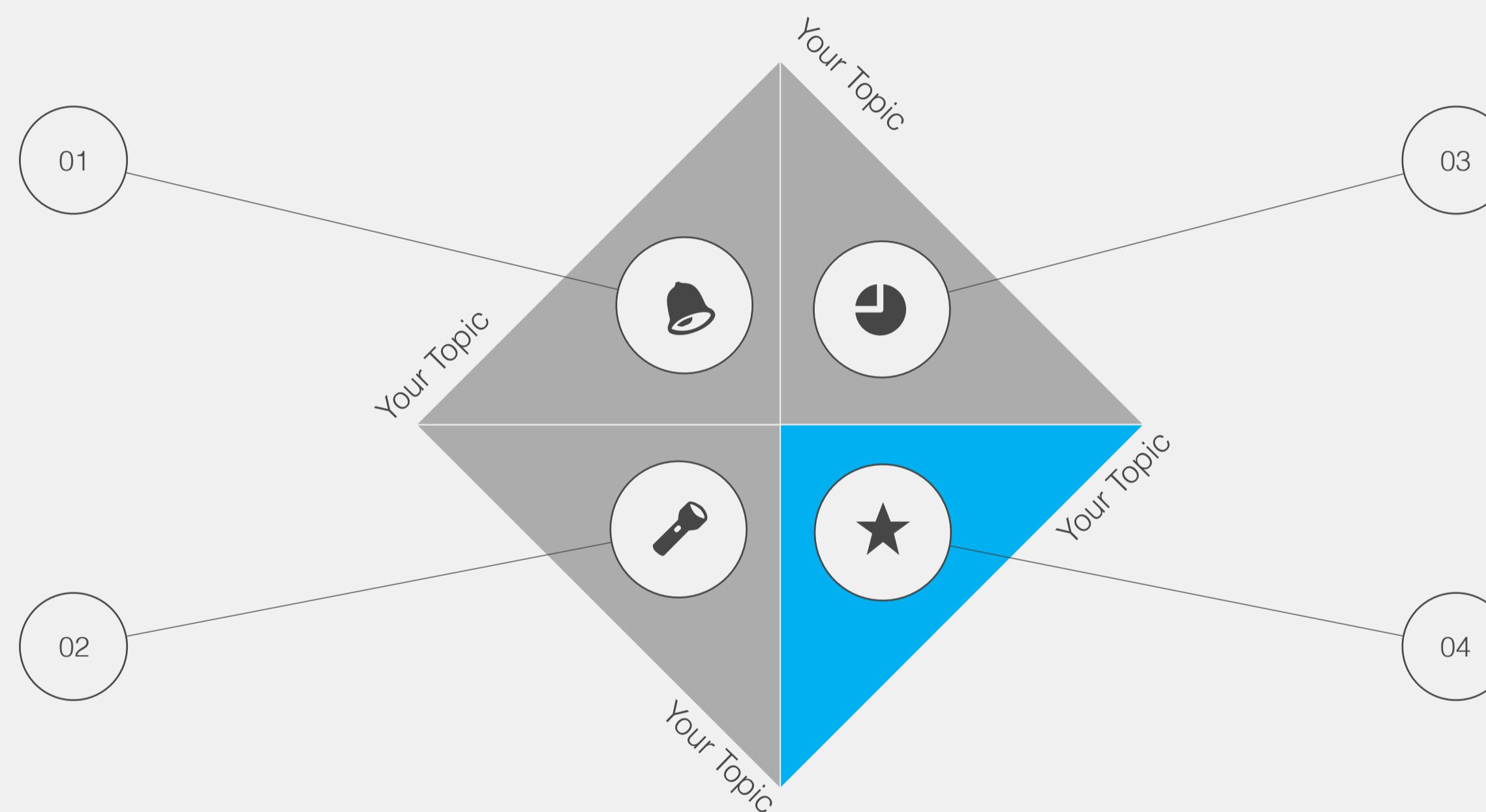


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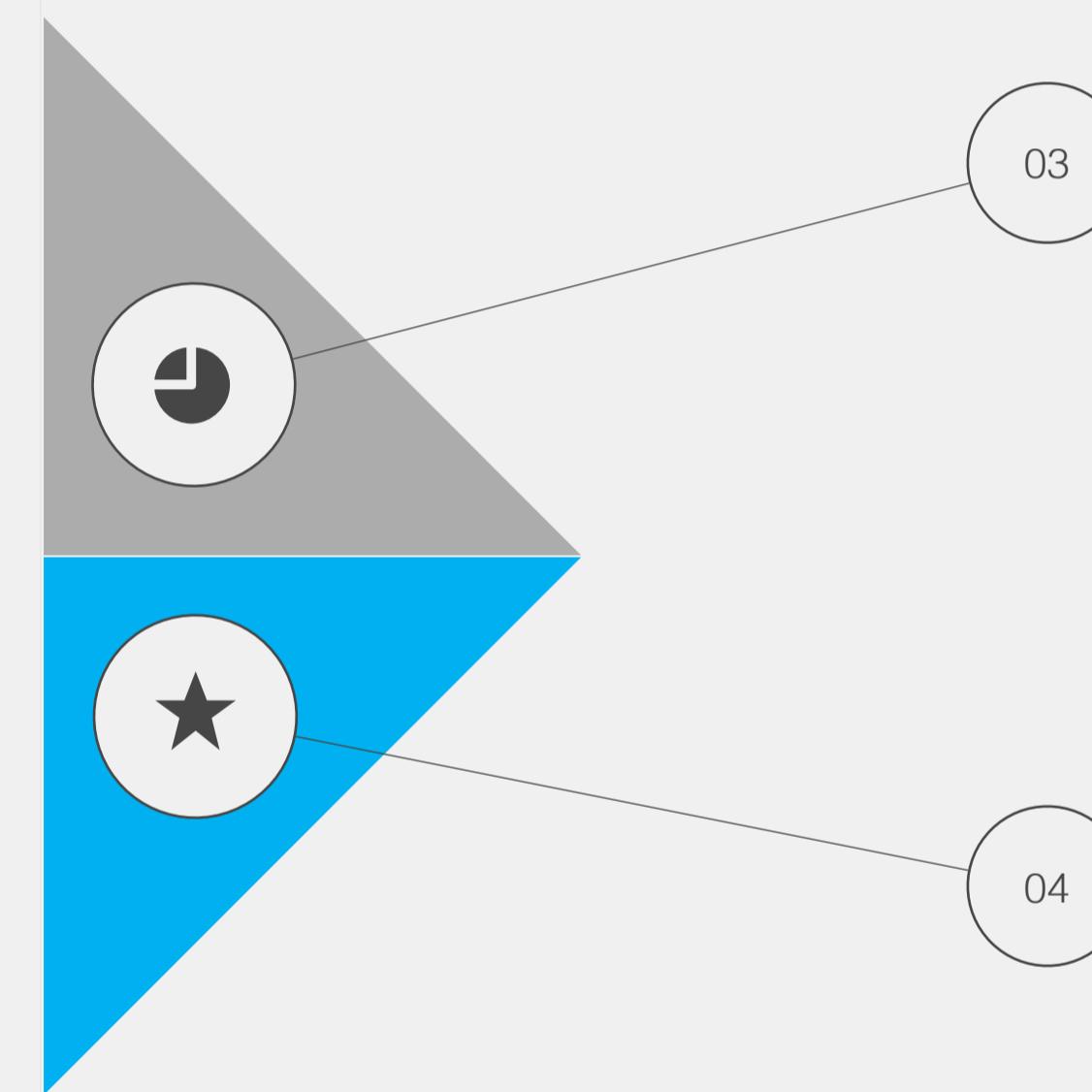


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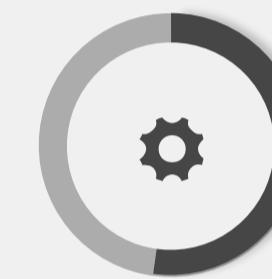
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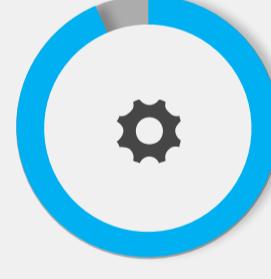
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SUPPORT



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PICTURES



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PICTURES

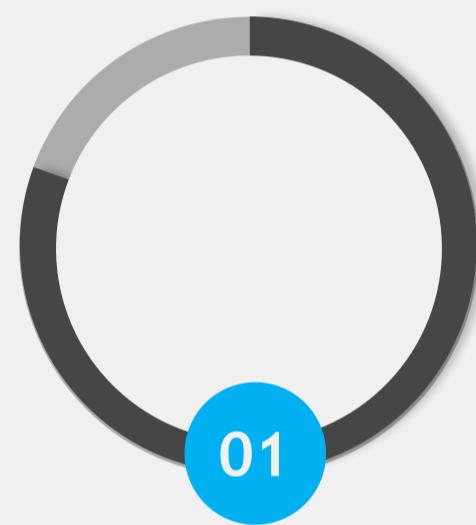


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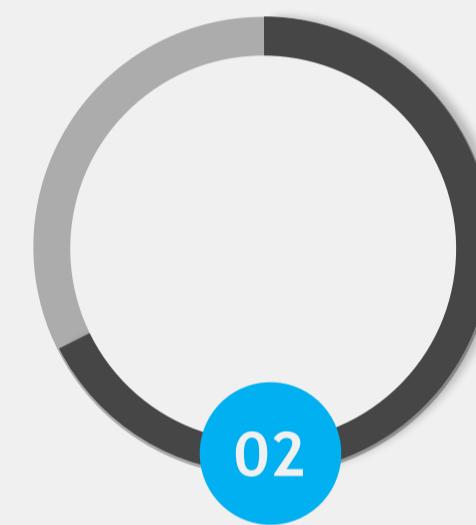
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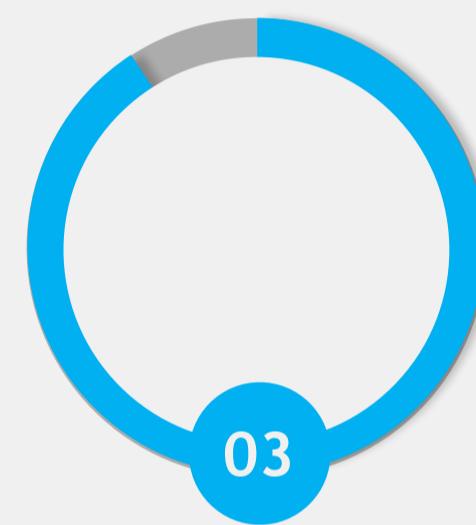
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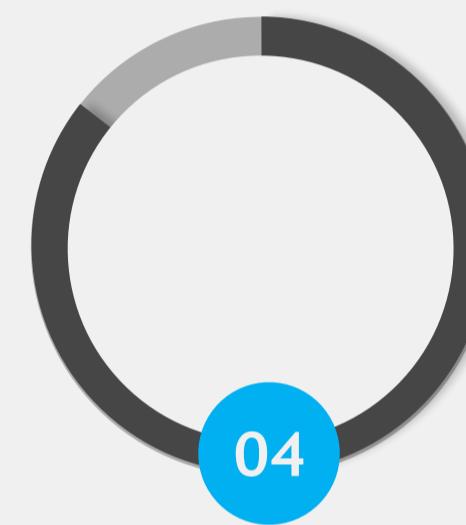
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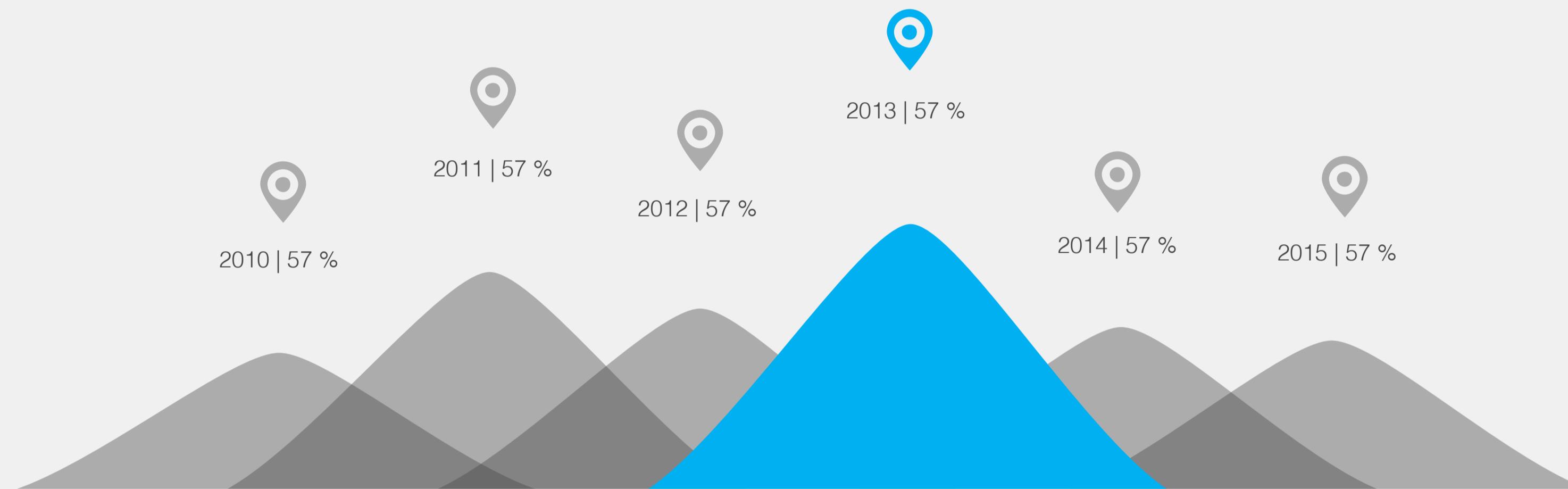
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Marketing

01

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Maps

02

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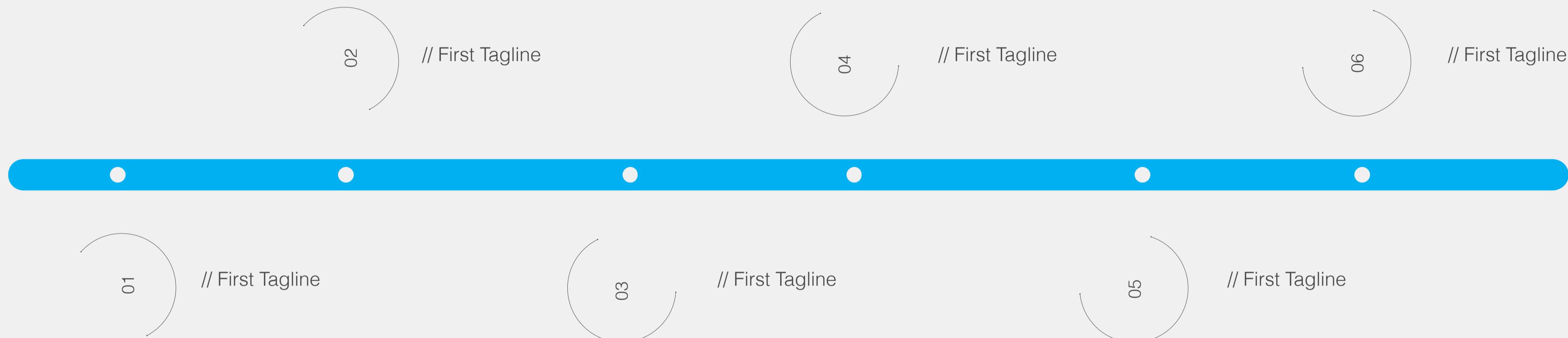
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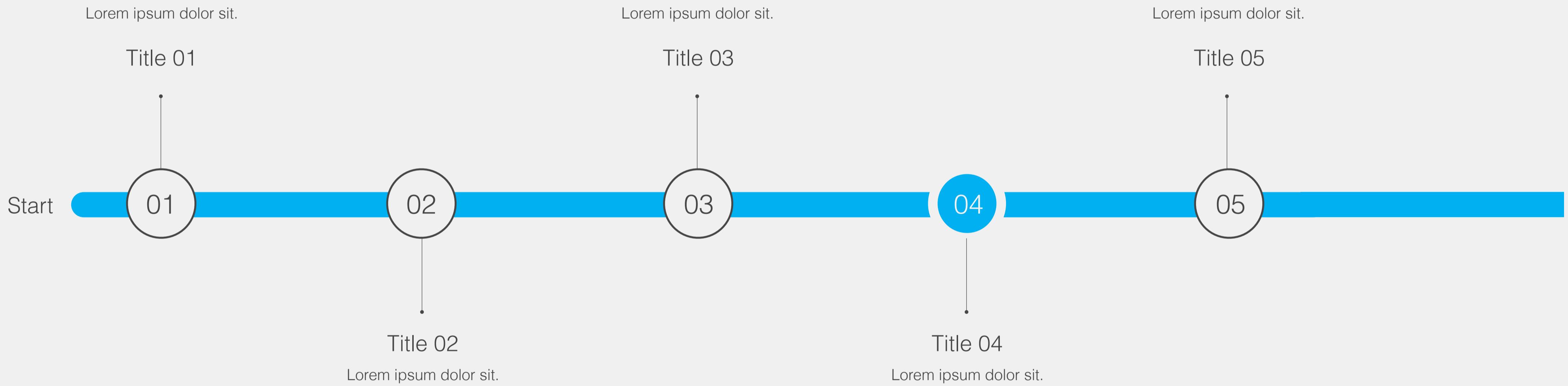
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Title 01

01

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Title 03

03

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Title 05

05

Title 02

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Title 04

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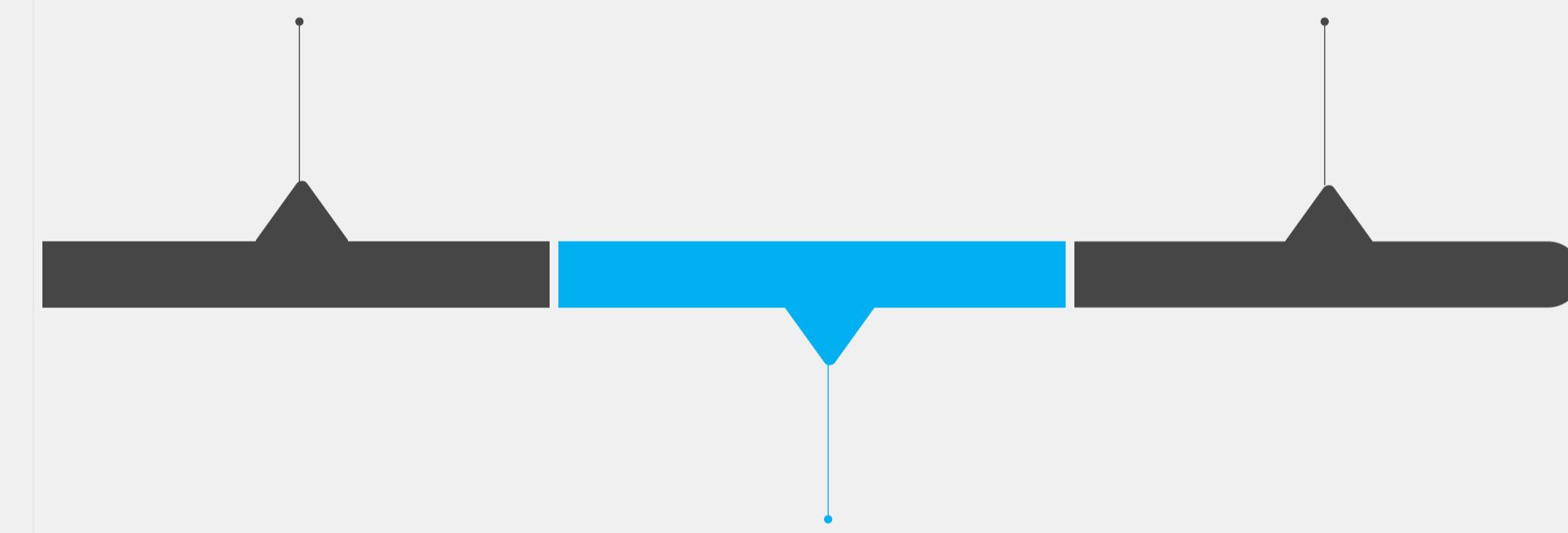
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STEP ONE

STEP THREE

STEP TWO

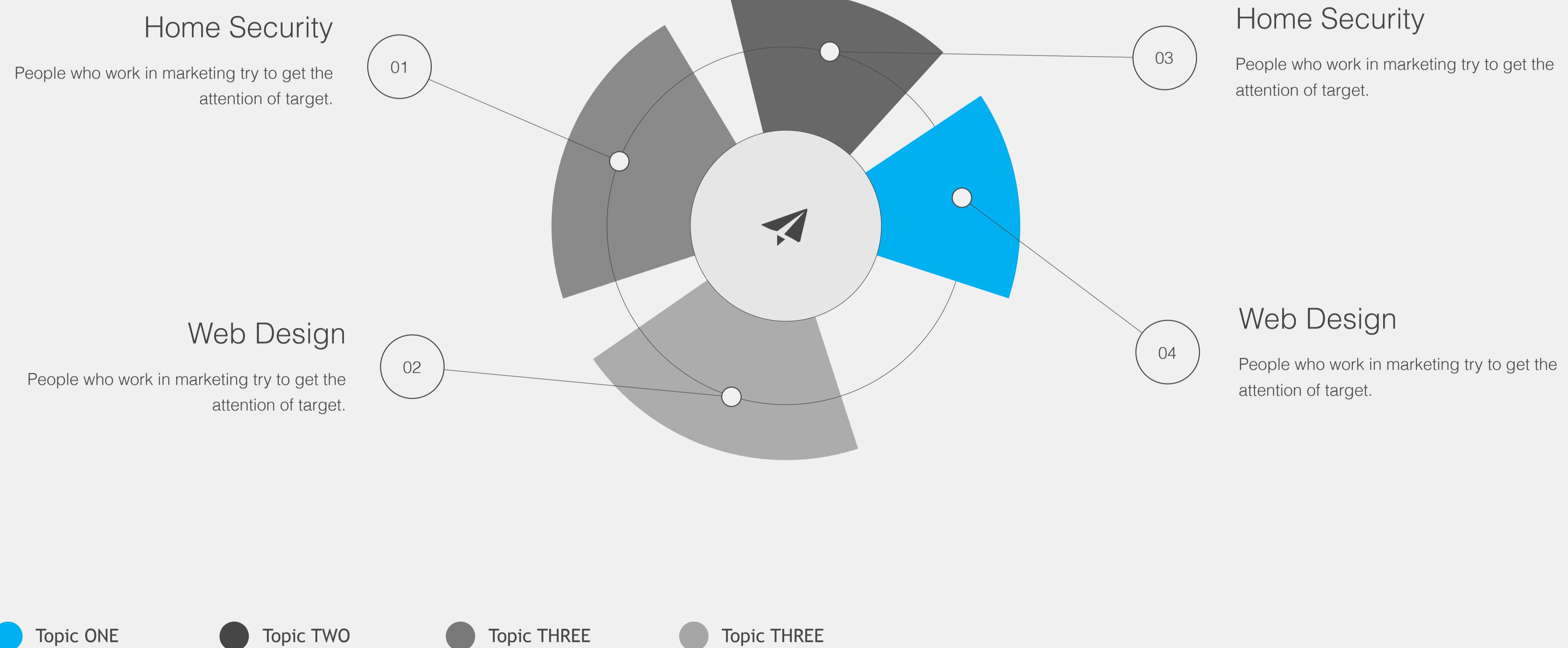
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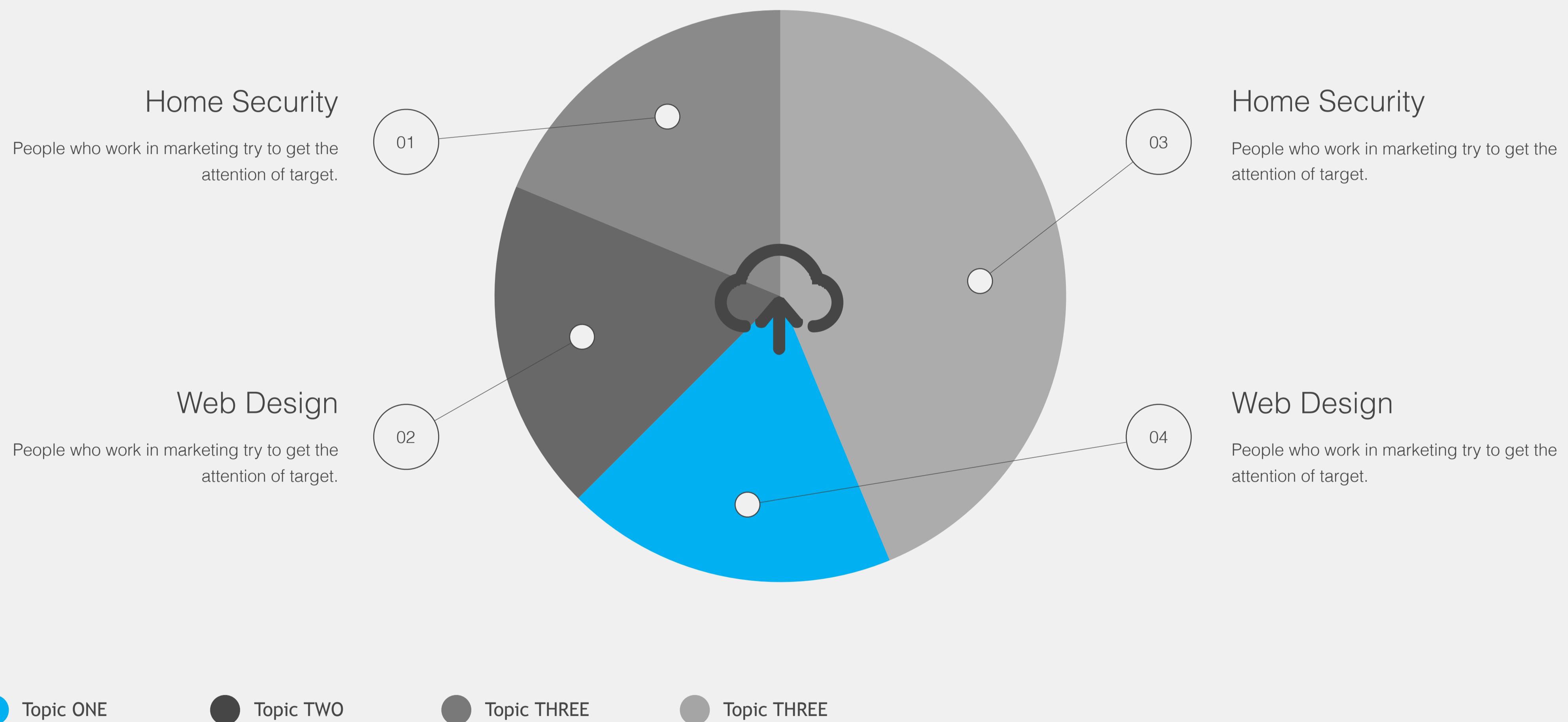
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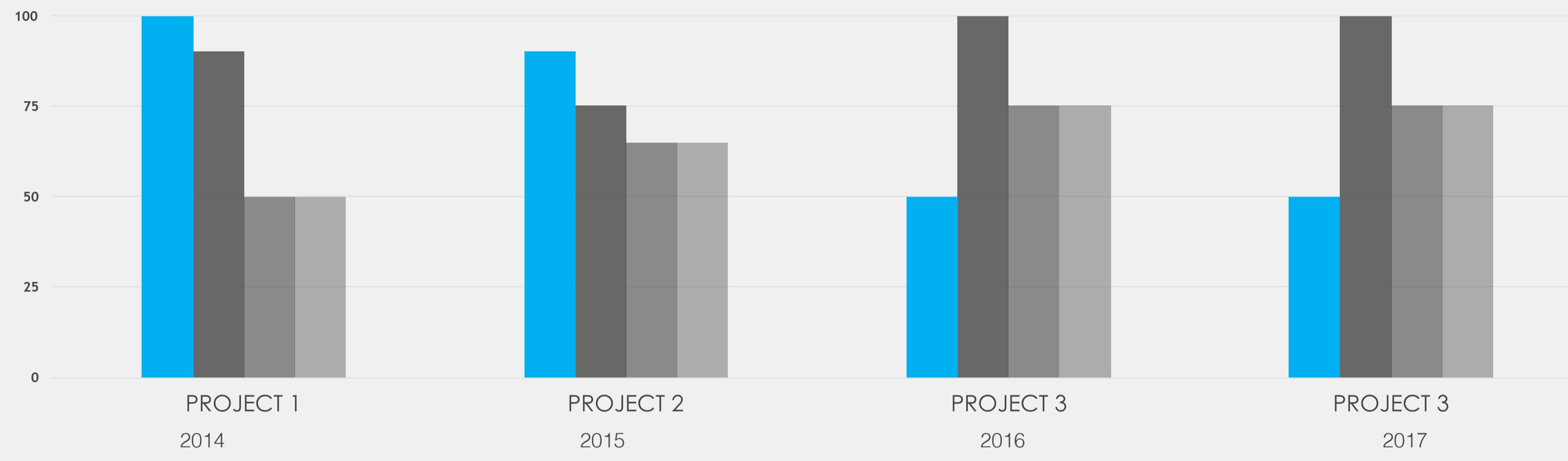
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Category 1

Category 2

Category 3

Category 4



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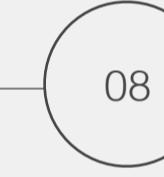
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2016



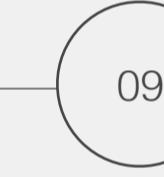
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2017



Web Design

2018



Web Design

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Web Design

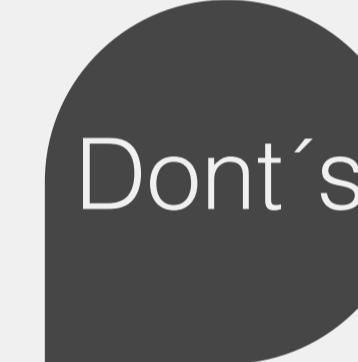
People who work in marketing try to get the attention of target.



Do's



Dont's



Target

People who work in marketing try to get the attention of target.



Photos

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.





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Remember, when
making a **business**
presentation,
Powerpoint is not
the point.

Dont's



Target

People who work in marketing try to get the attention of target.



Photos

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.



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Home Security

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.



Do's

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Chapter One
People on Spot

01

Visual Statements



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Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.



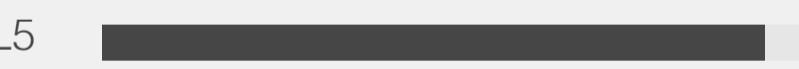
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Topic One
Design

HTM#L5



Wordpress



Flash



Topic Two
Design

HTM#L5



Wordpress



Flash



Topic Three
Design

HTM#L5



Wordpress



Flash





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HOME

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01



SUPPORT

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02



CHAT 24/7

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03



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Market Targets

01

People who work in marketing try to get the attention of target.

Market Targets

02

People who work in marketing try to get the attention of target.

Market Targets

03

People who work in marketing try to get the attention of target.



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HOME

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SUPPORT

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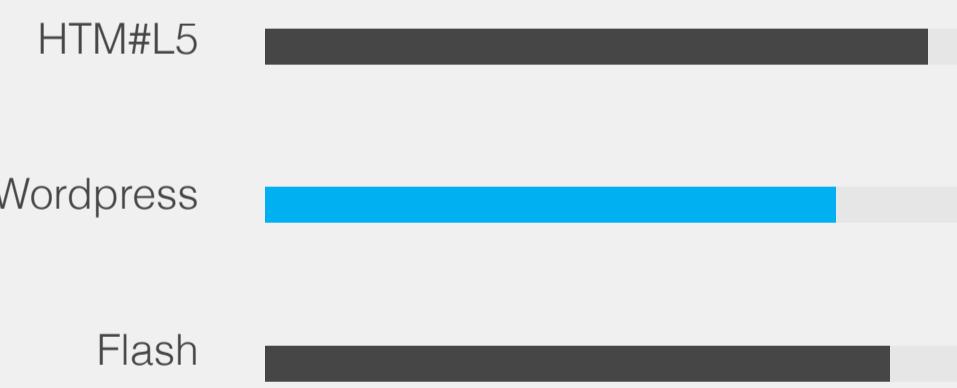


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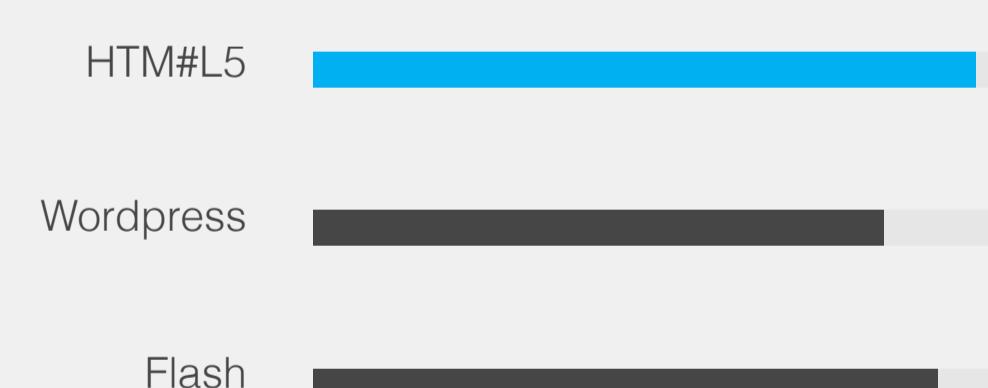
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Topic One
Design



Topic Two
Design



Topic Three
Design





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Maps



People who work in marketing try to get the attention of target.

Maps



People who work in marketing try to get the attention of target.

Web Design



People who work in marketing try to get the attention of target.

James Donald
Design



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James Donald
Design



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James Donald
Design



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James Donald
Design



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James Donald
Design



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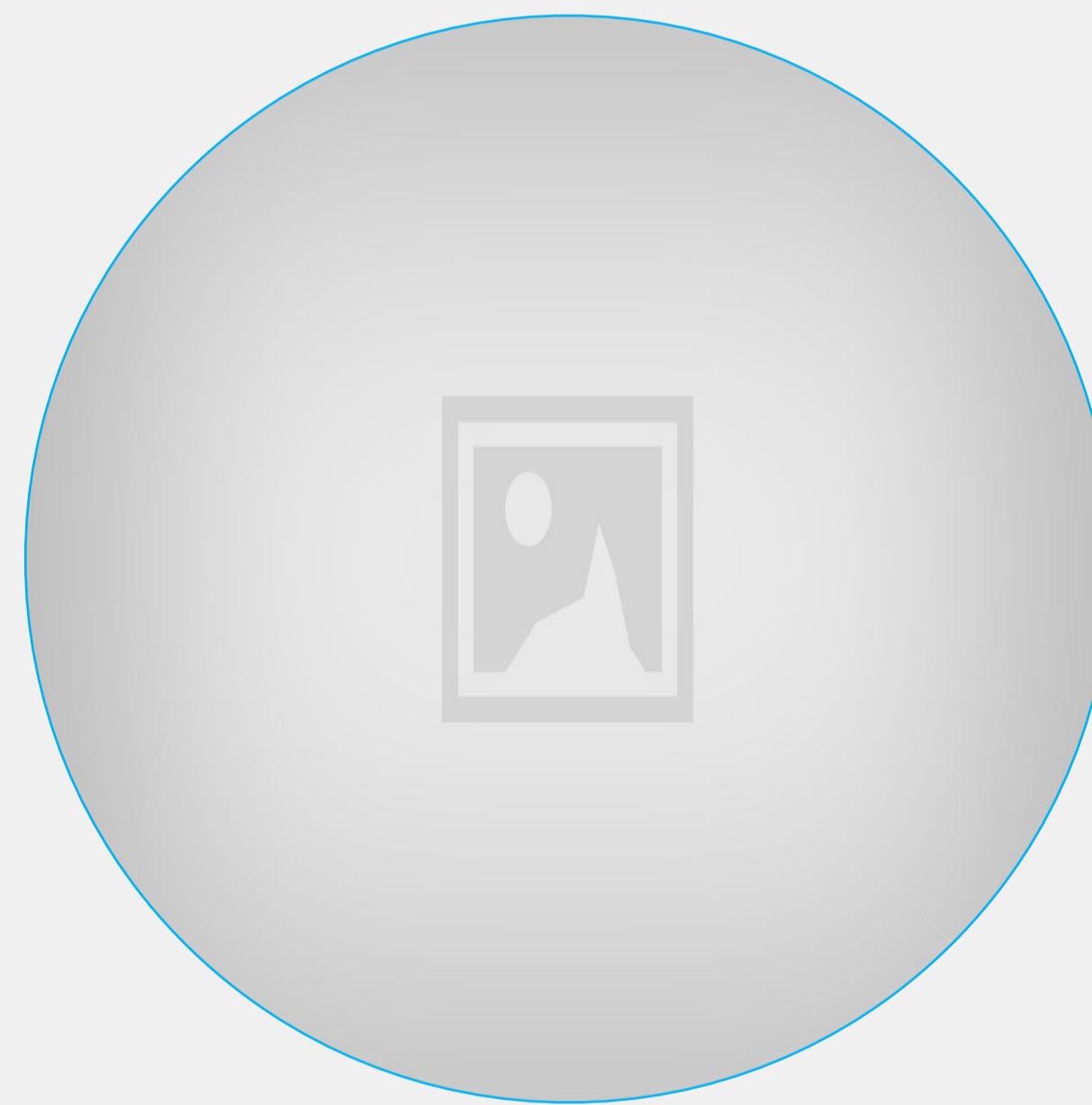


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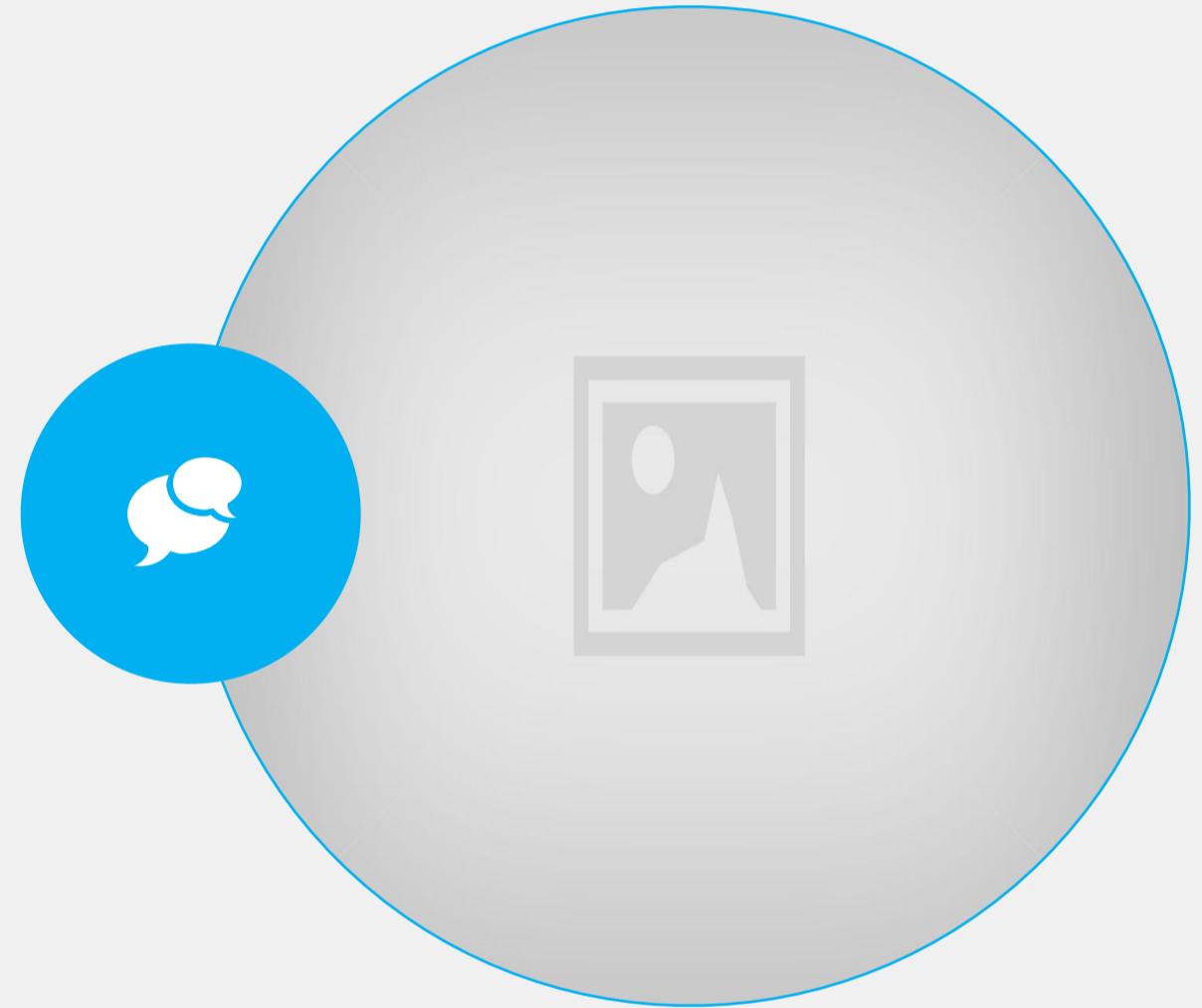


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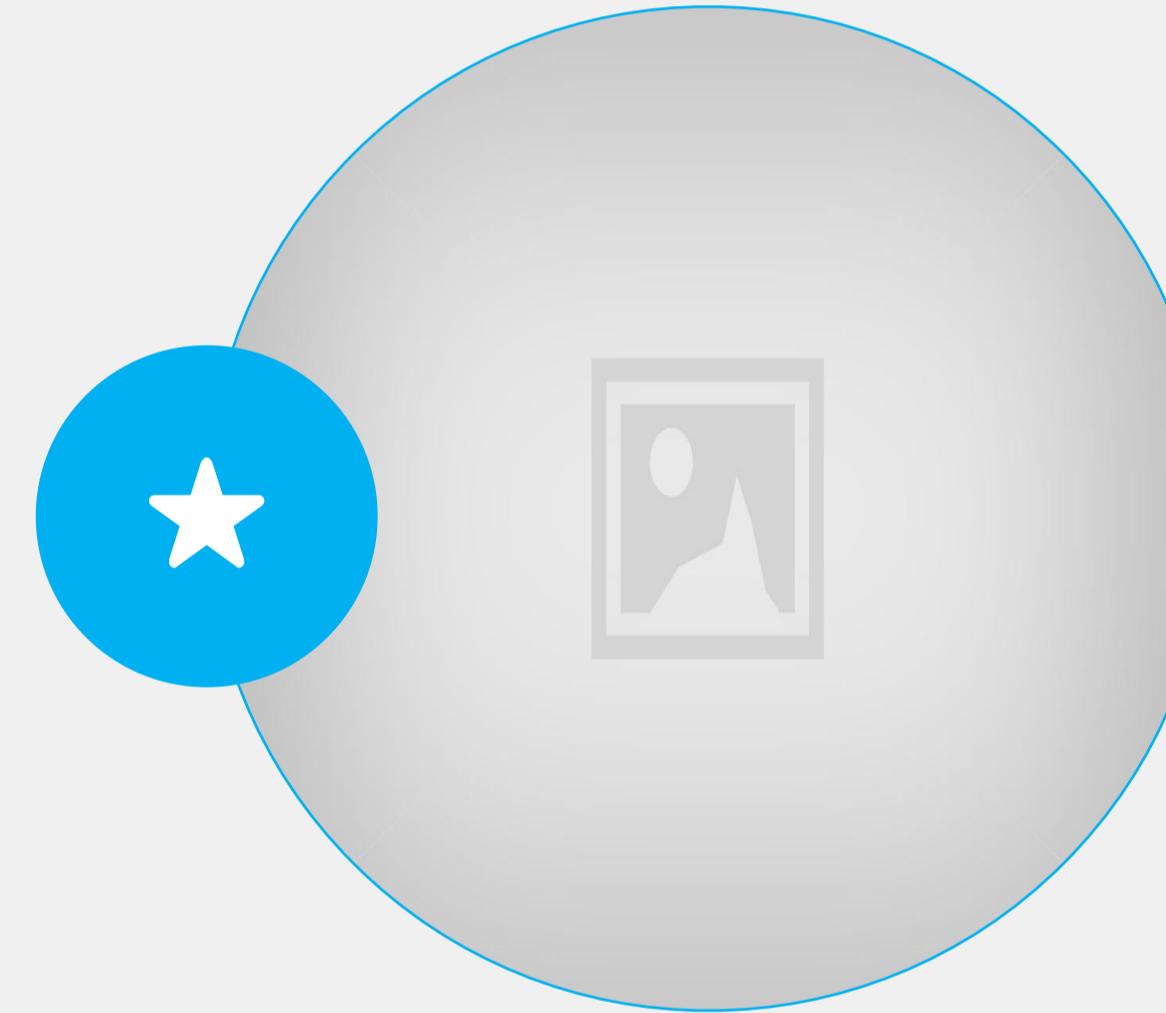
Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.





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Target



People who work in marketing try to get the attention of target.

Photos

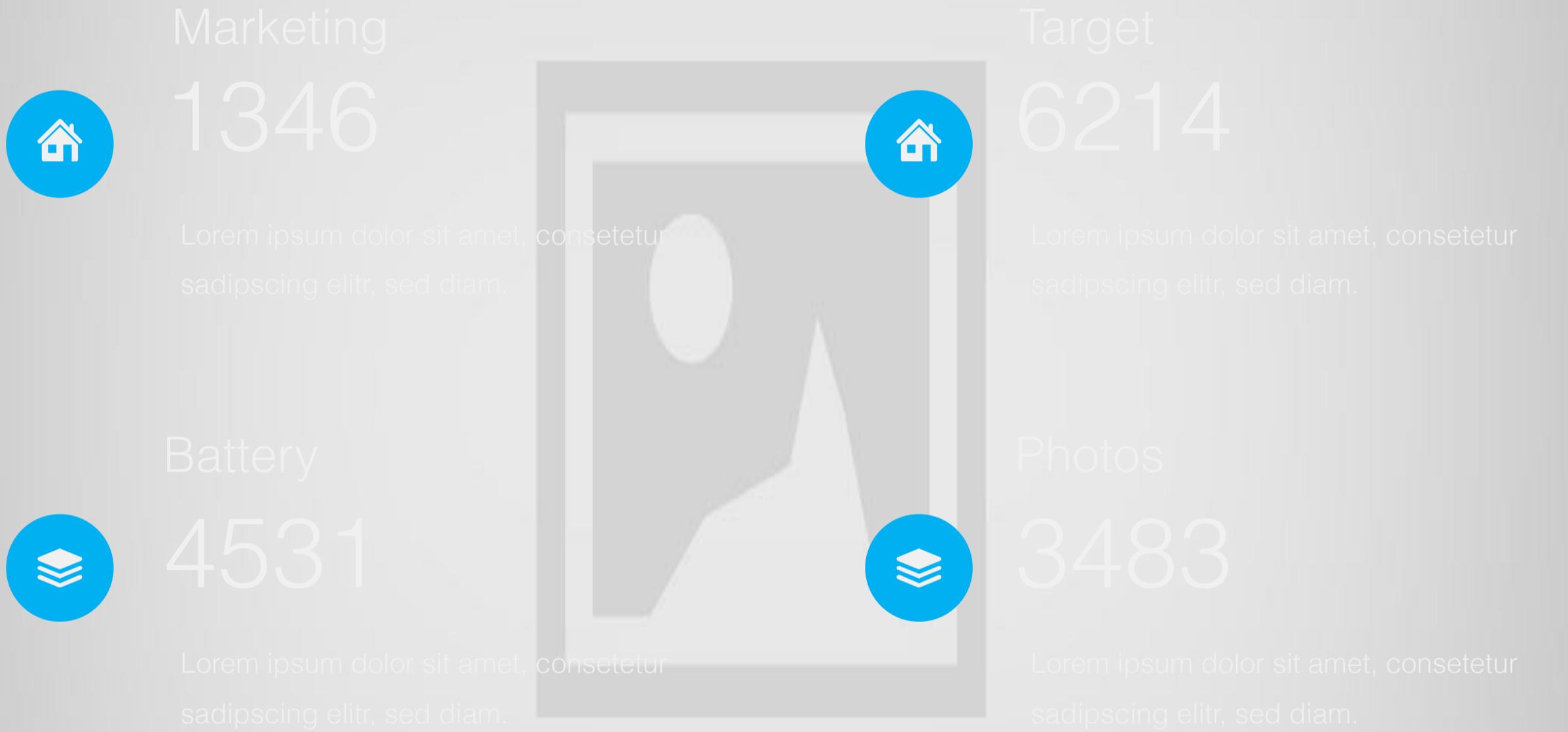


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Web Design

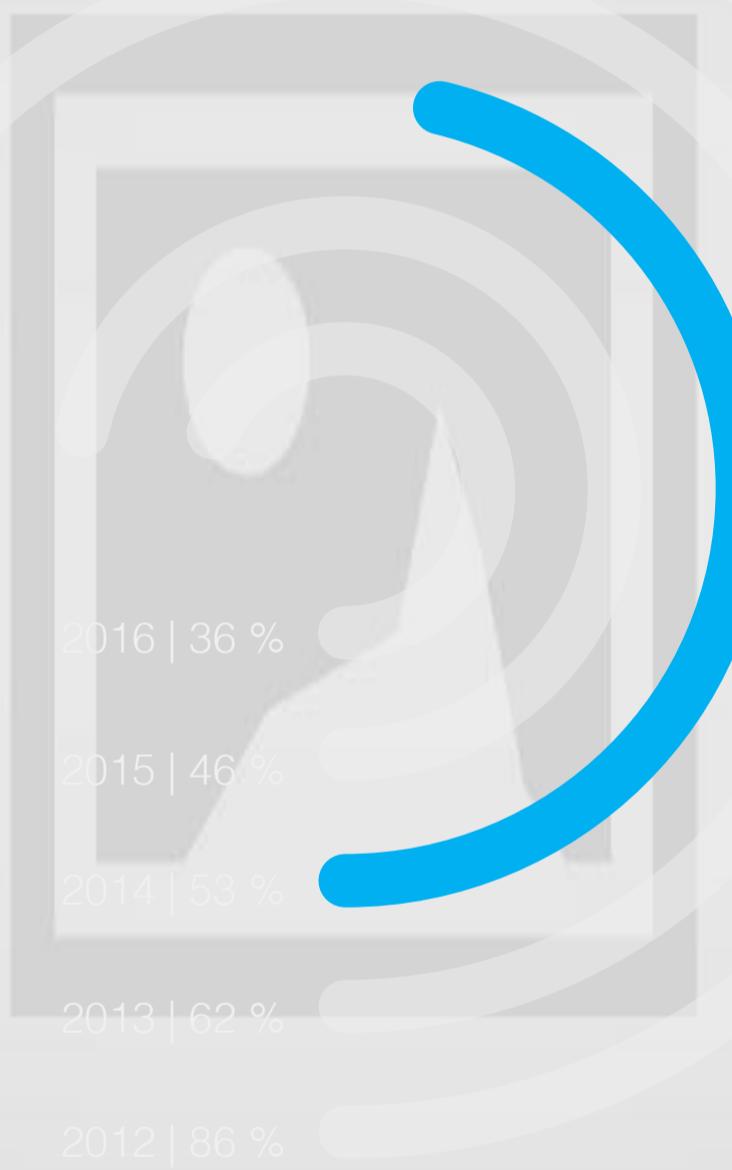


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Target



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Photos

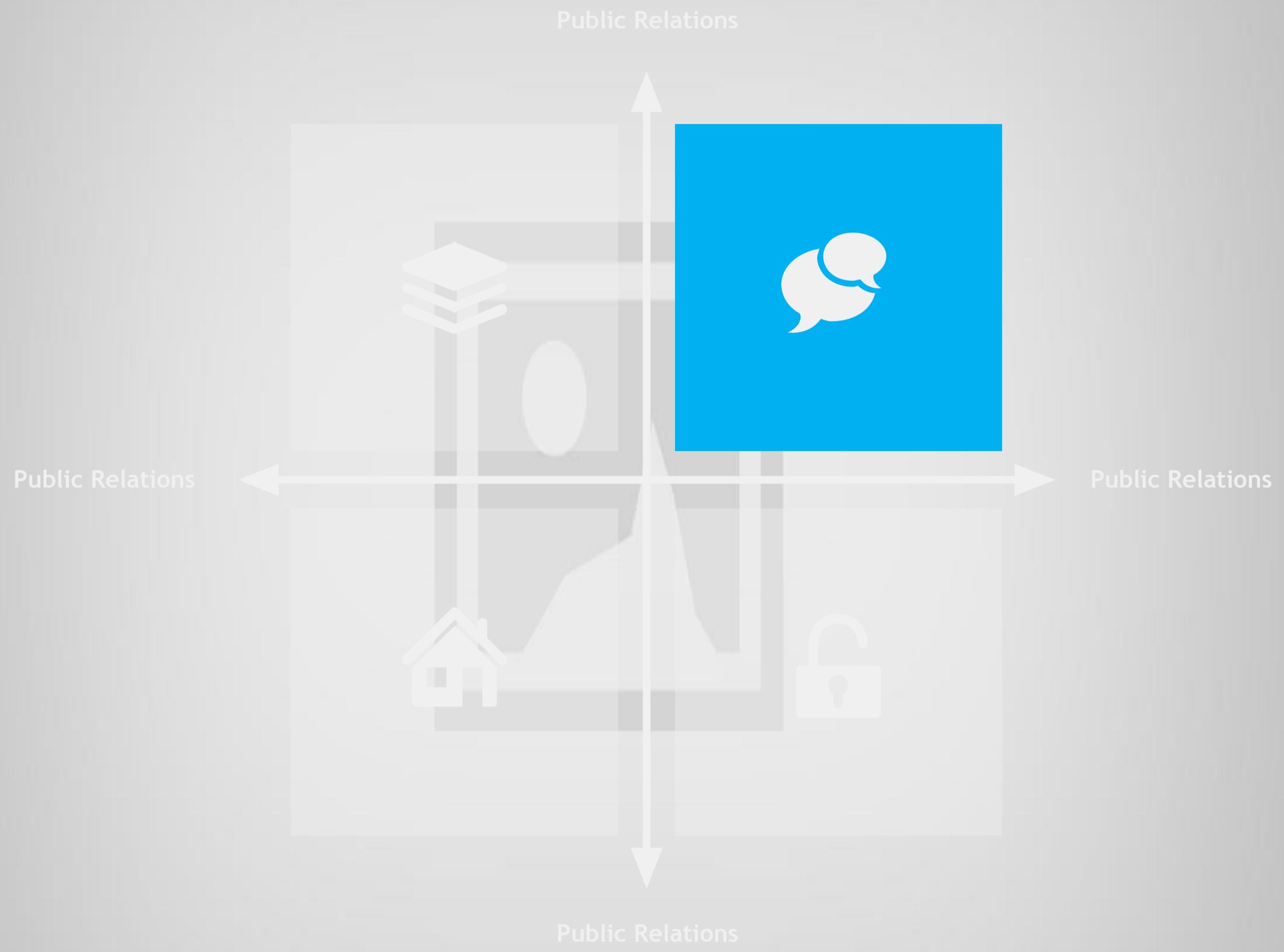


People who work in marketing try to get the attention of target.

Web Design



People who work in marketing try to get the attention of target.



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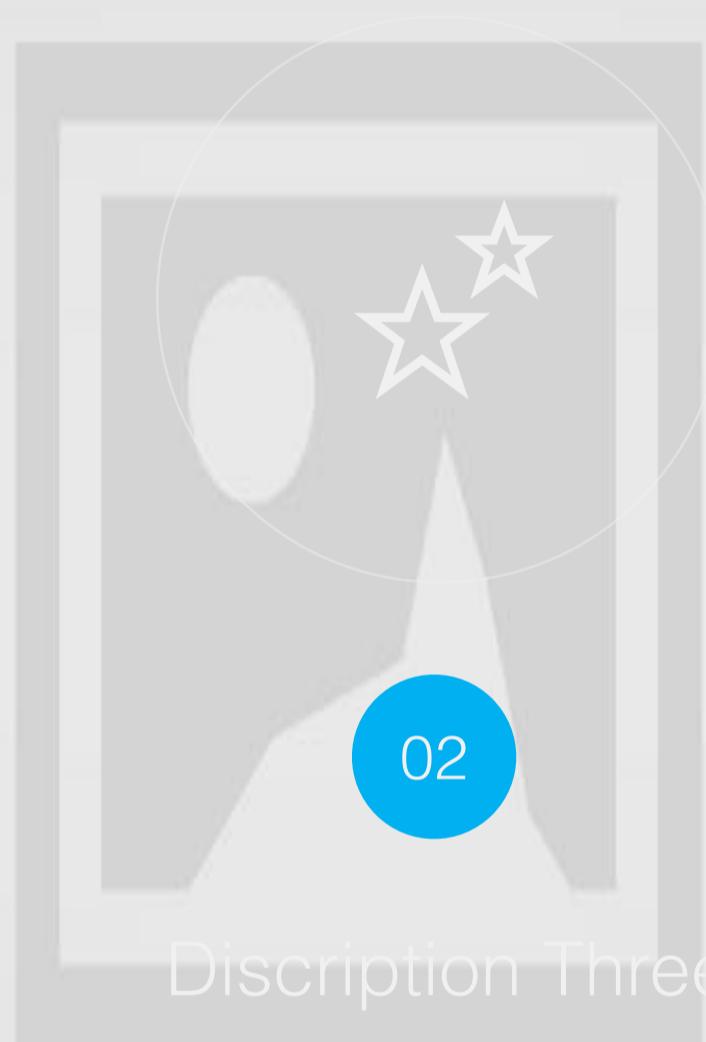
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01

Discription Three

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02

Discription Three

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03

Discription Three

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Target

People who work in marketing try to get the attention of target.



Photos

People who work in marketing try to get the attention of target.



Web Design

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2012



Home Security

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Web Design



2013

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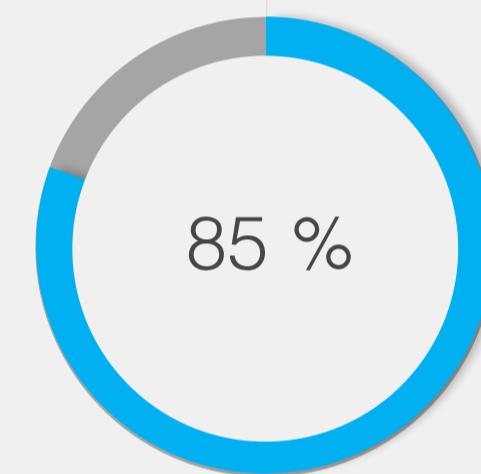
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2012



Home Security

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Web Design



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2012



Home Security

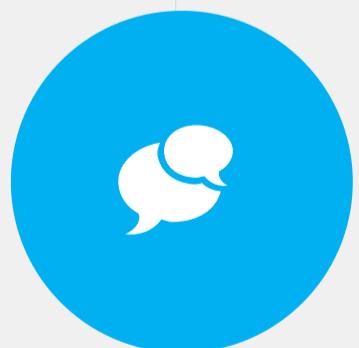
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2013

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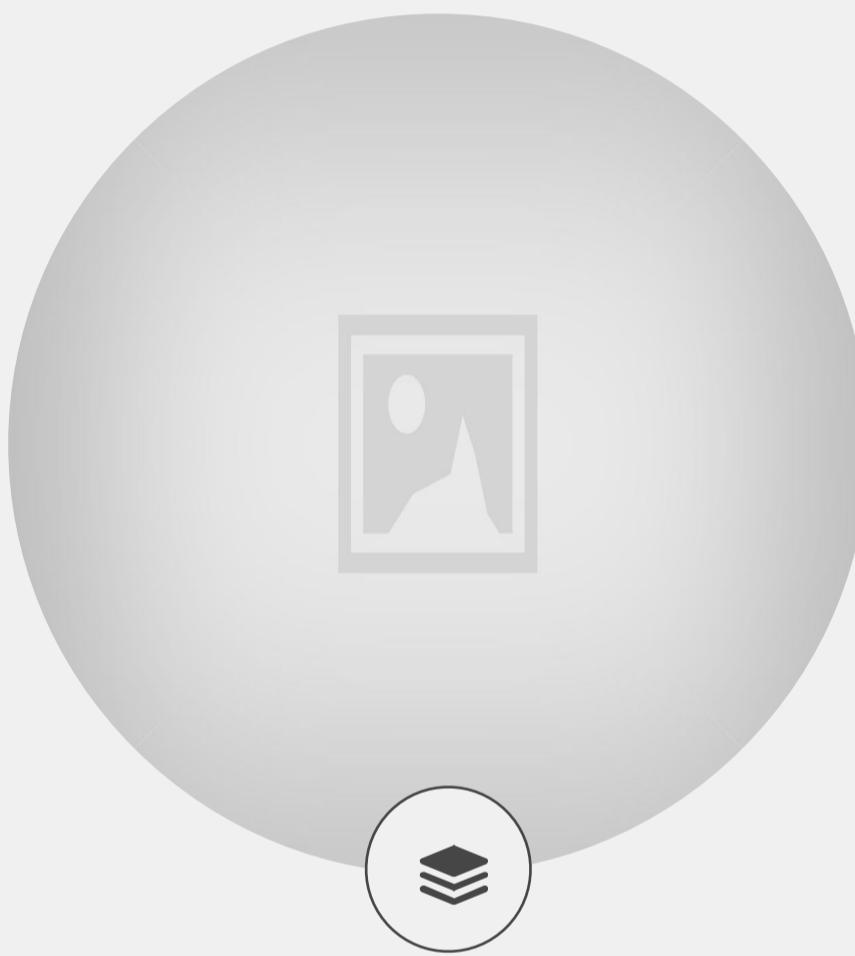
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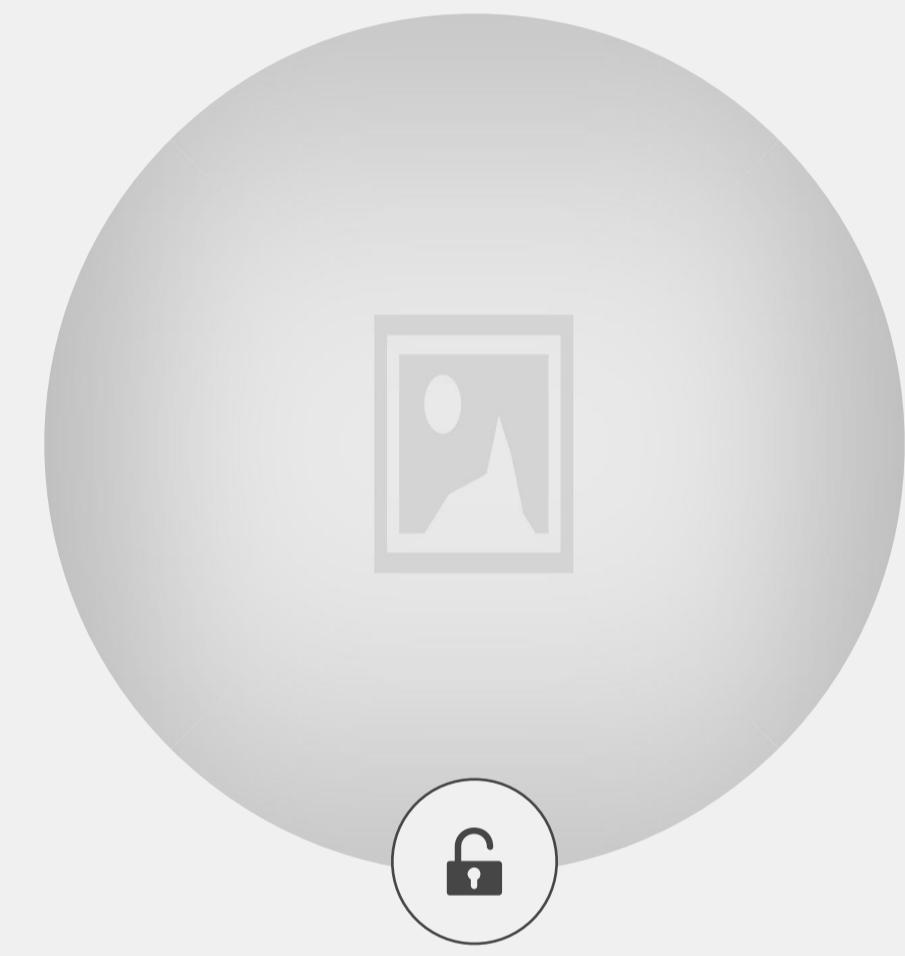
Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.



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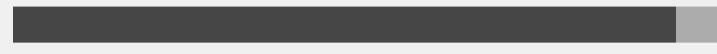


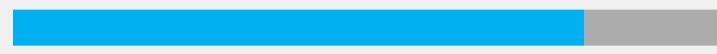
Maps

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 HTM#L5

 Wordpress



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SUPPORT

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PICTURES

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#01



Martin Sheeny

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#02



Willy Smith

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#03



Donald Thumb

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#04



Michael Yordan

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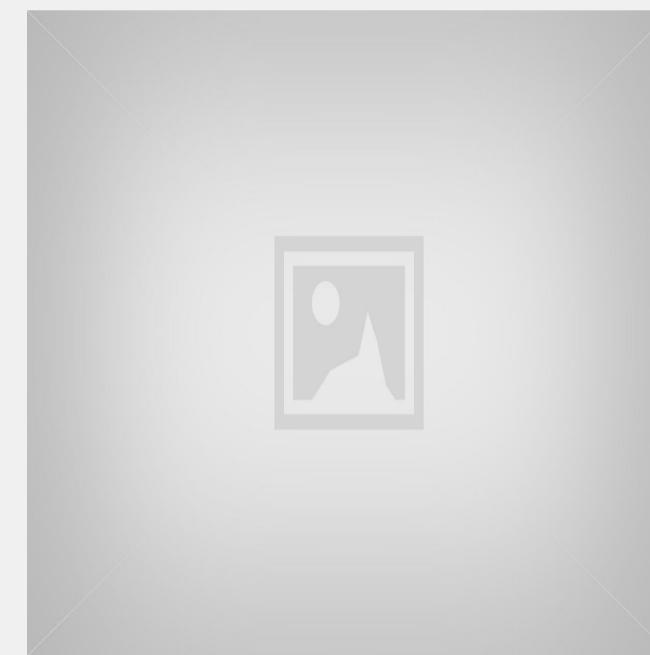


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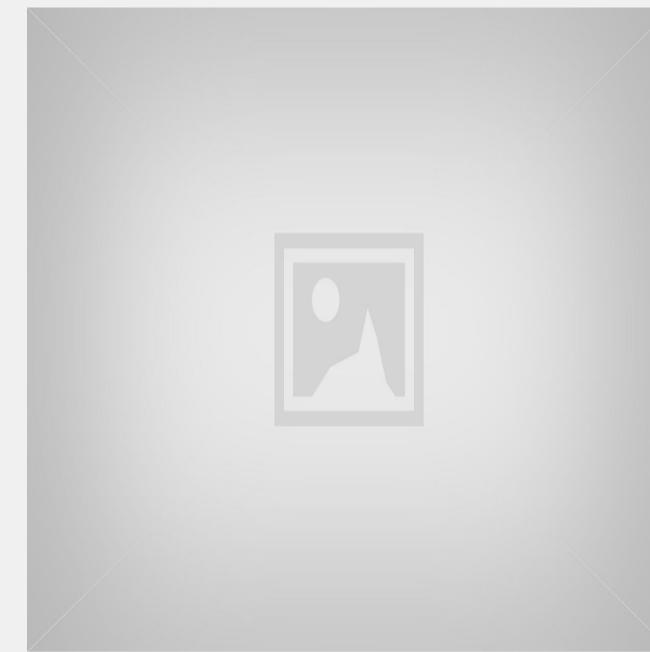
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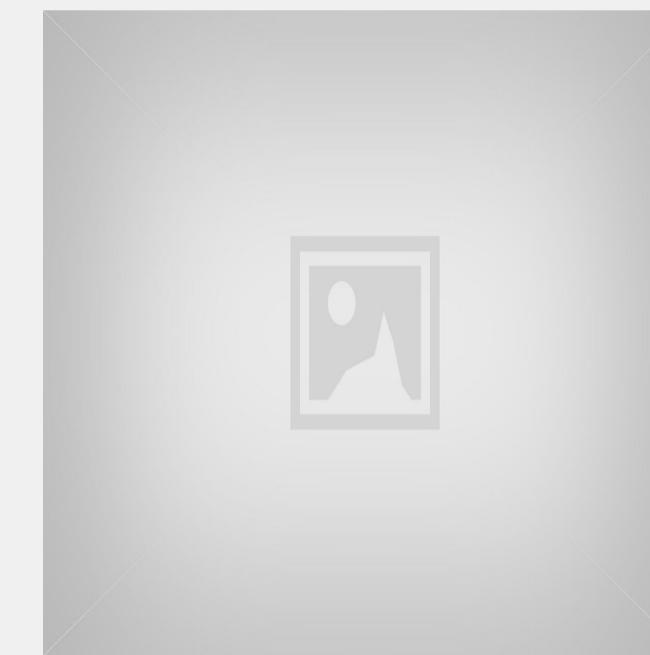
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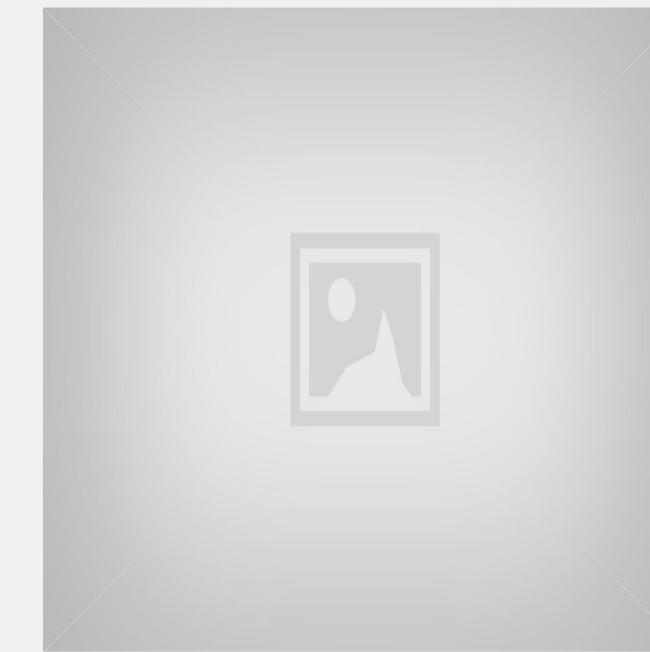
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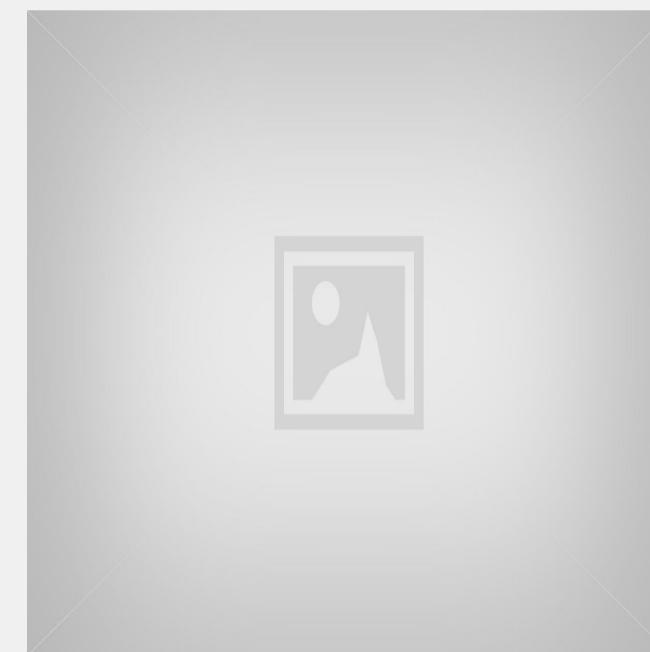
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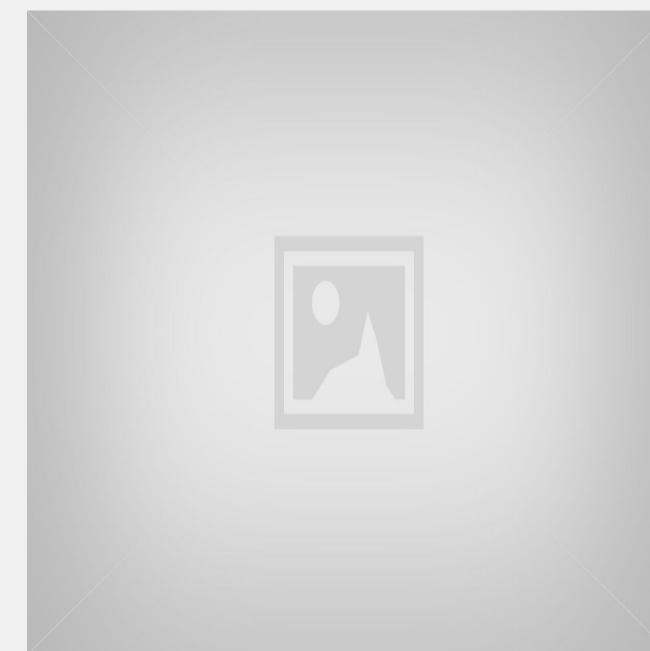
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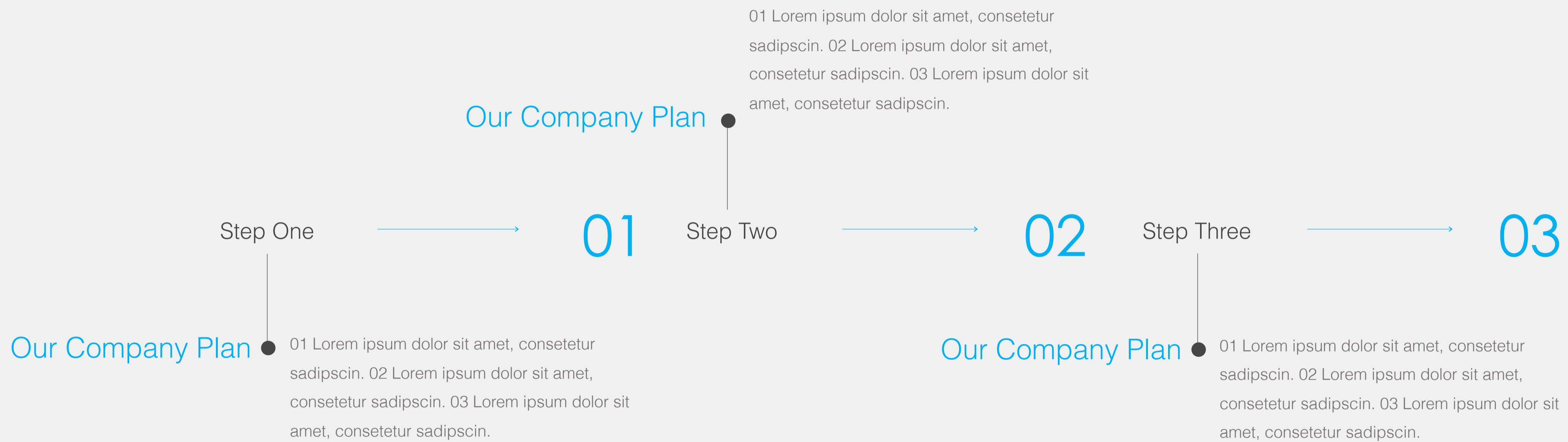
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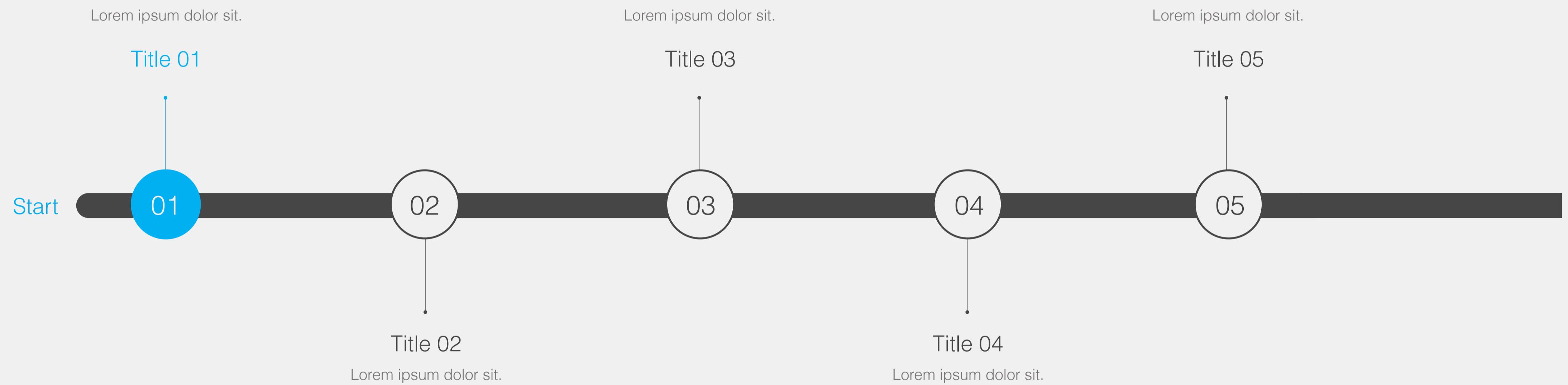
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Title 02

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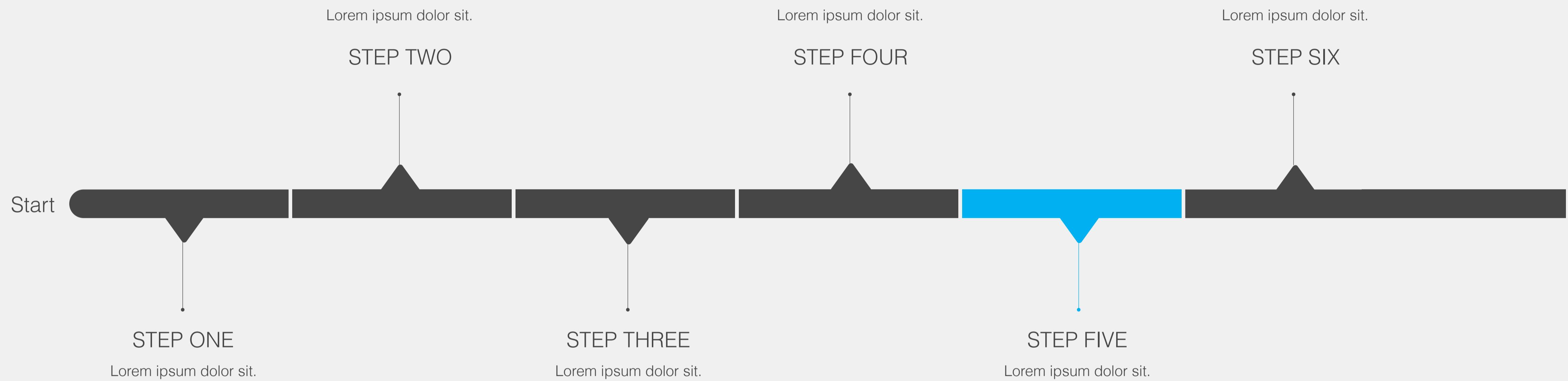
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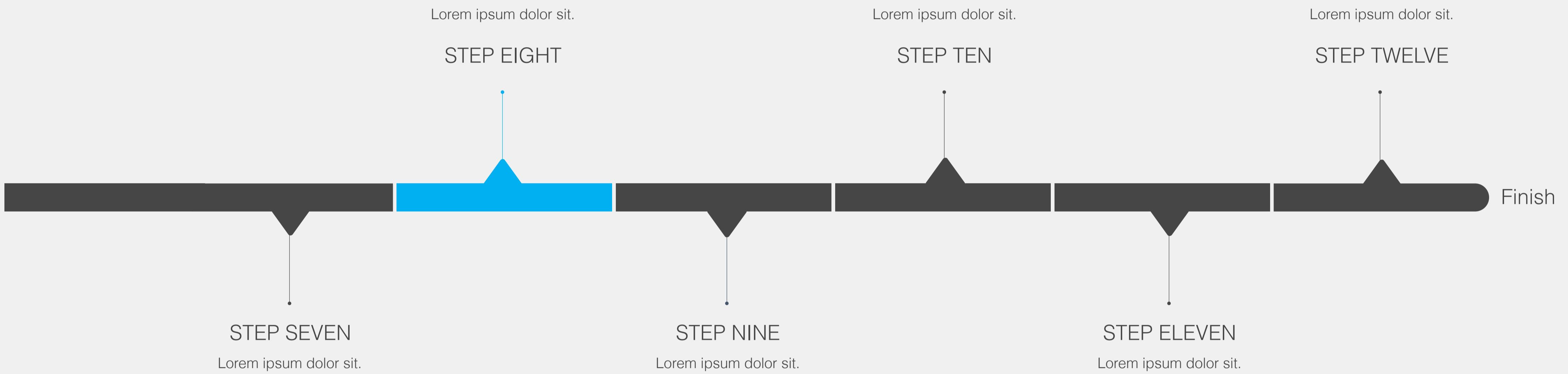
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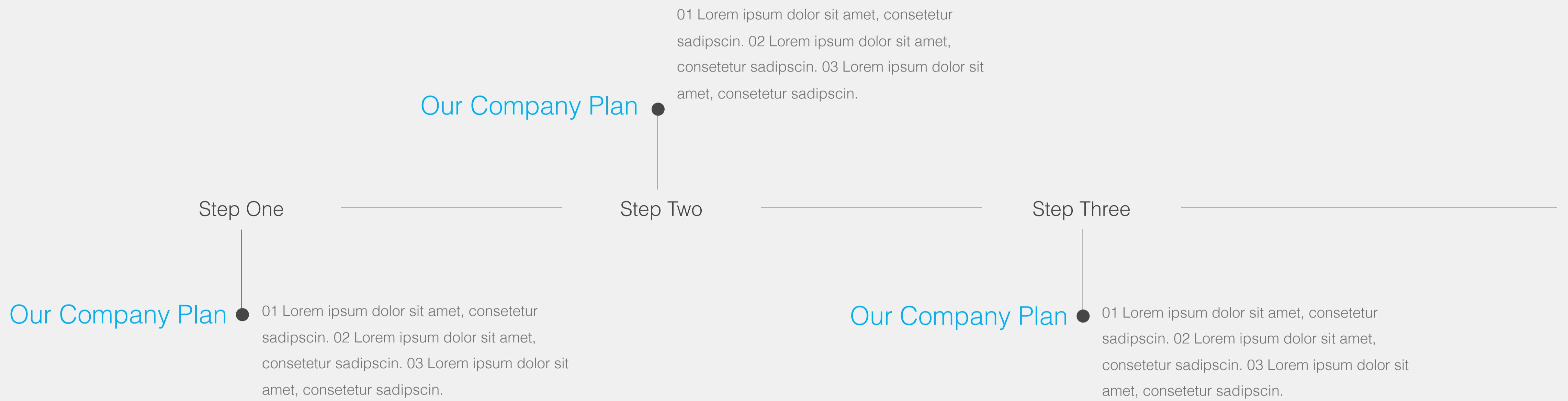
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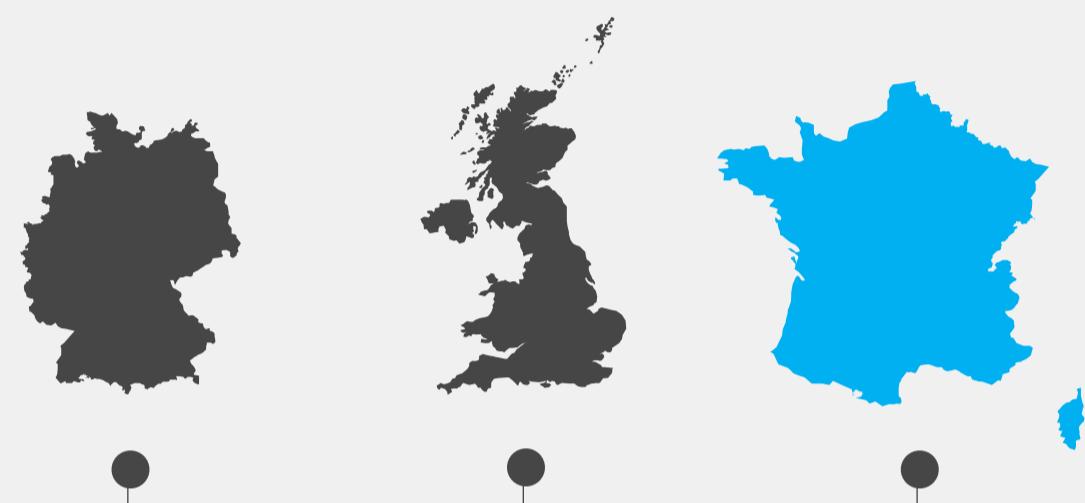
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Step Four

Our Company Plan

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Step Five

Our Company Plan

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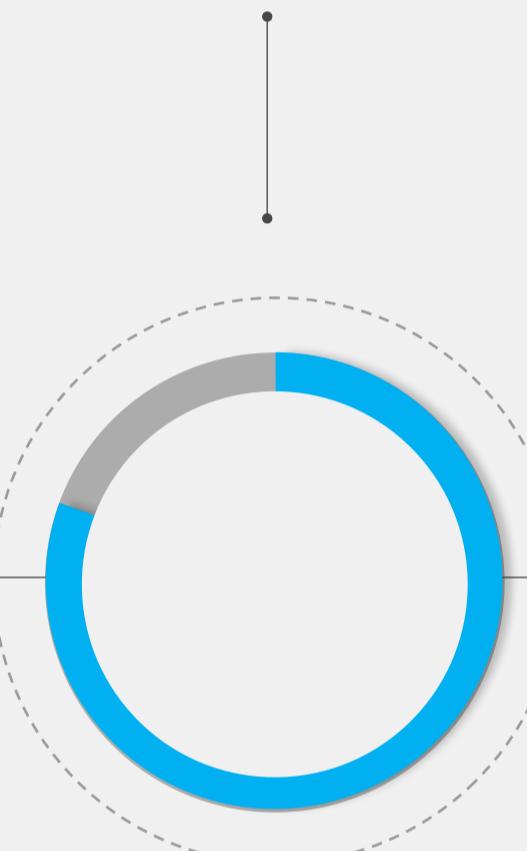
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Our Company Plan

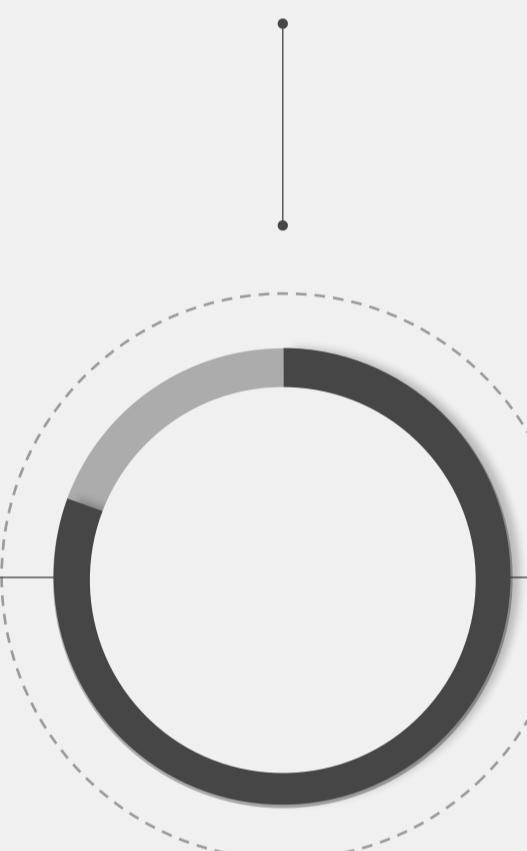
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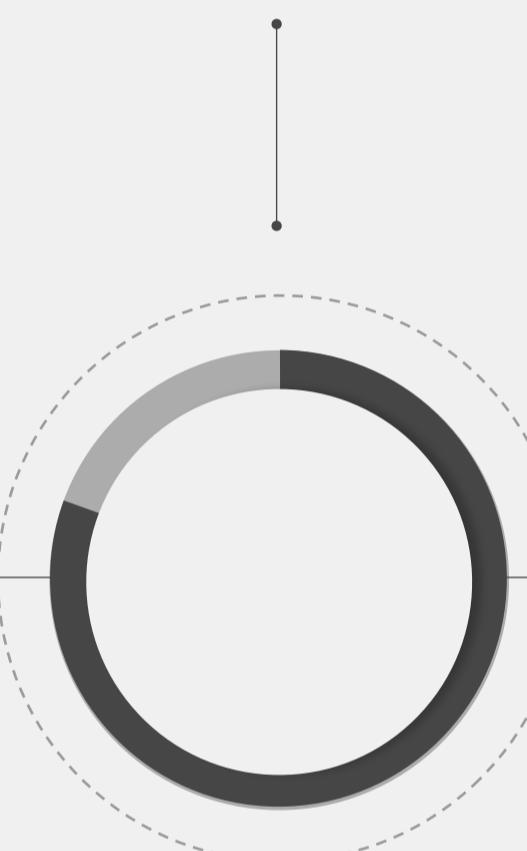
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01 Identity



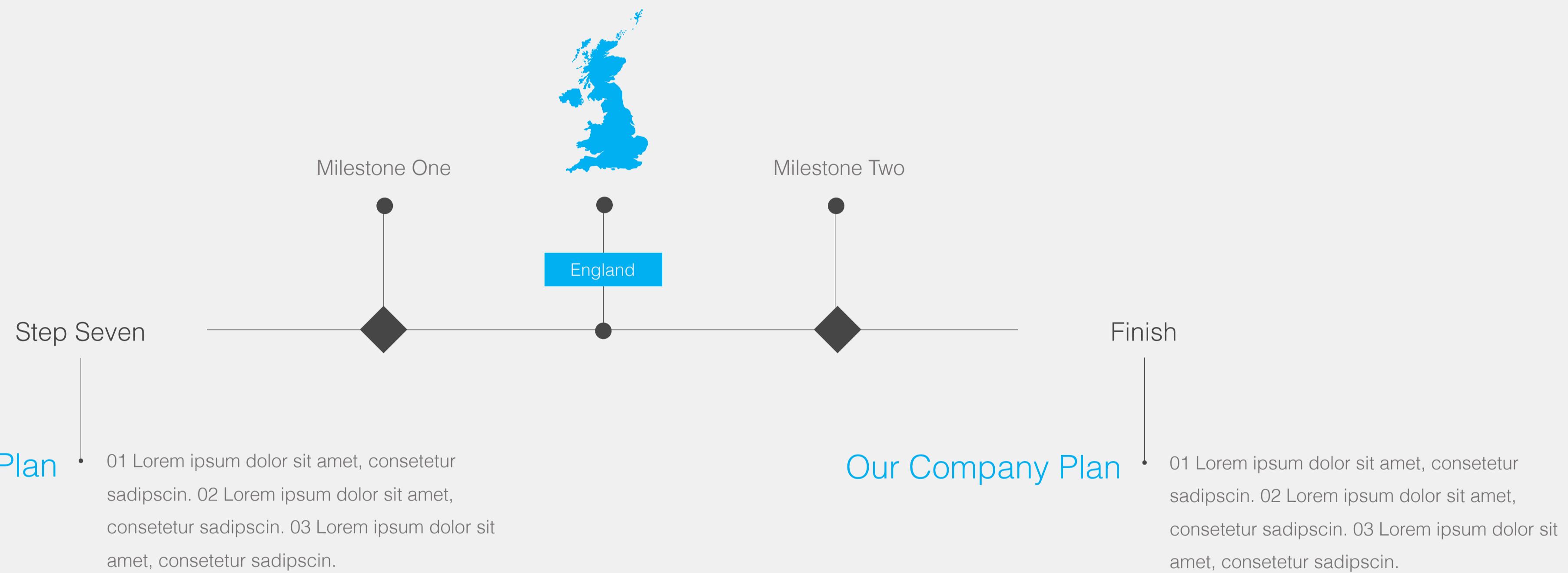
01 Identity





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Home Security

People who work in marketing try to get the attention of target.

01

Web Design

People who work in marketing try to get the attention of target.

02

Market Targets

People who work in marketing try to get the attention of target.

03

Web Design

People who work in marketing try to get the attention of target.

04





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Home Security

People who work in marketing try to get the attention of target.

01

Web Design

People who work in marketing try to get the attention of target.

02



Market Targets

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Web Design

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Home Security

People who work in marketing try to get the attention of target.

01

Web Design

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02



Market Targets

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Web Design

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Home Security

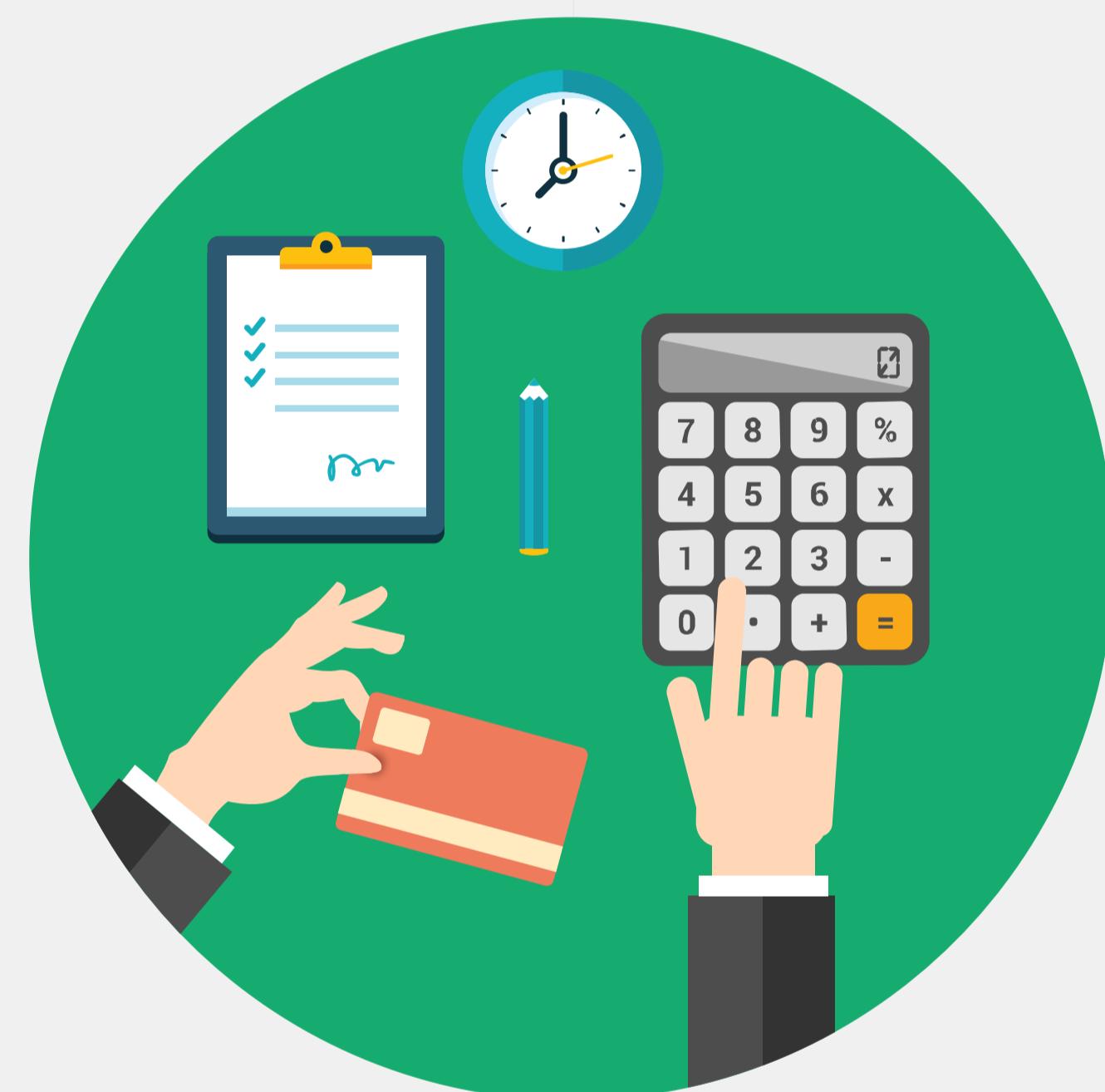
People who work in marketing try to get the attention of target.

01

Web Design

People who work in marketing try to get the attention of target.

02



Market Targets

People who work in marketing try to get the attention of target.

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Web Design

People who work in marketing try to get the attention of target.

04



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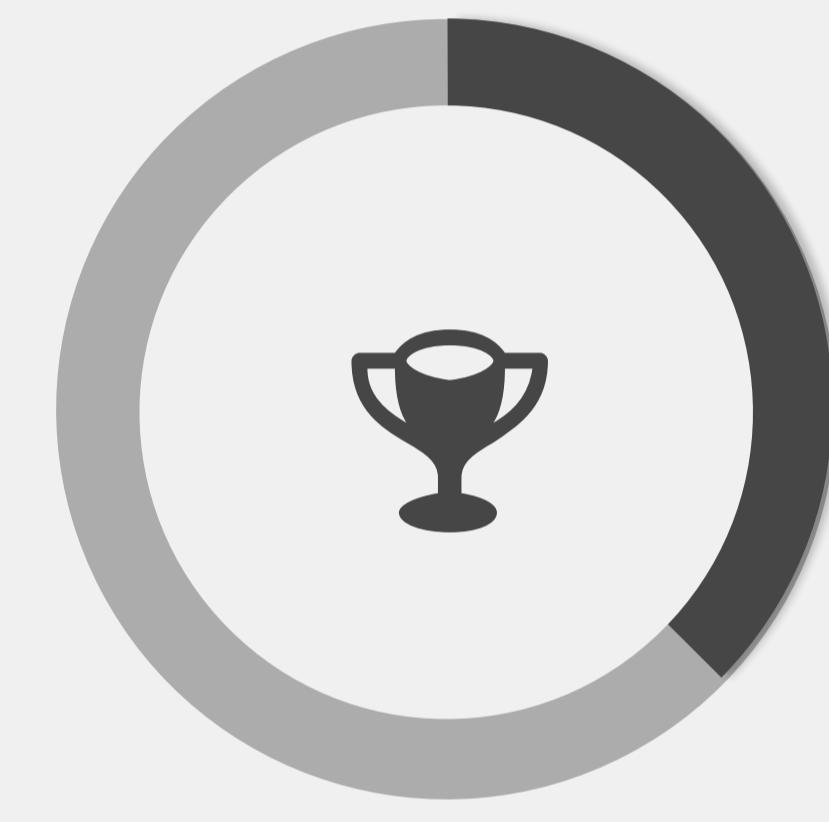
Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.



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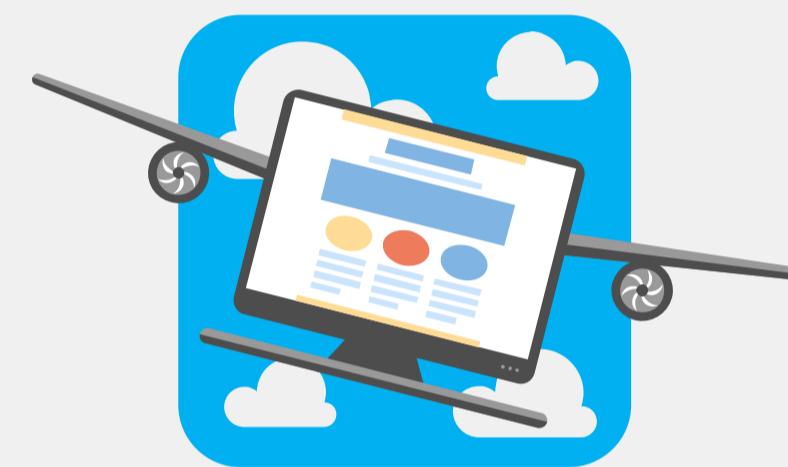
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Photos

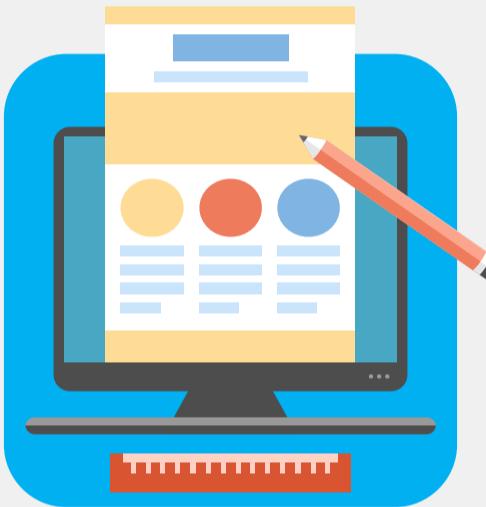
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Be your own **stage** manager.

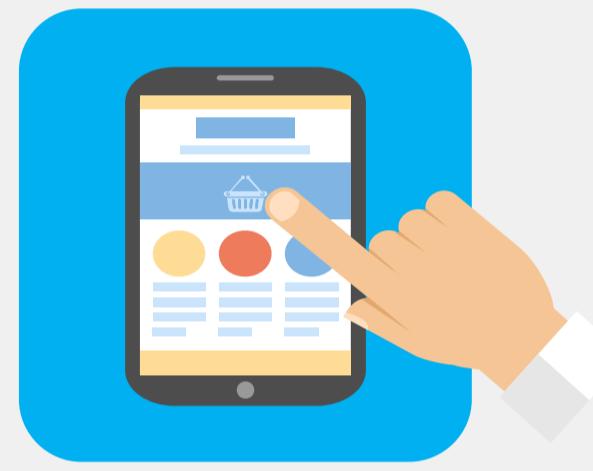
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Maps

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Photos

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Be your own **stage** manager.

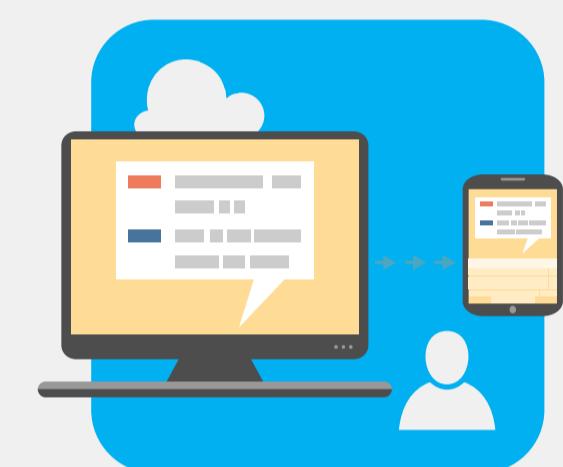
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Photos

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Remember, when
making a **business**
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01

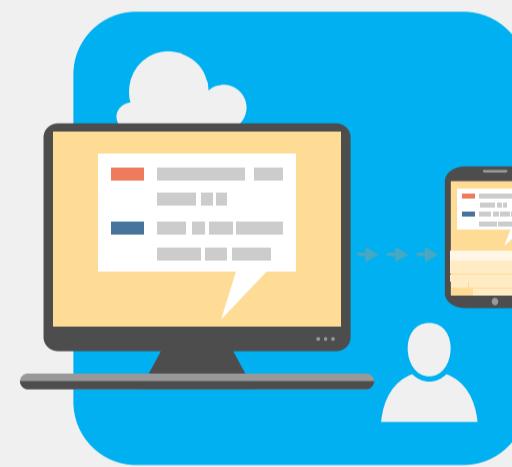


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Chapter One
People on Spot

01

Mobile Devices



Be your own **stage** manager.

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Maps



People who work in marketing try to get the attention of target.

Maps



People who work in marketing try to get the attention of target.

Web Design



People who work in marketing try to get the attention of target.



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Maps



People who work in marketing try to get the attention of target.

Maps



People who work in marketing try to get the attention of target.

Web Design



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Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Web Design

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Maps



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Web Design



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Maps

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Maps

People who work in marketing try to get the attention of target.



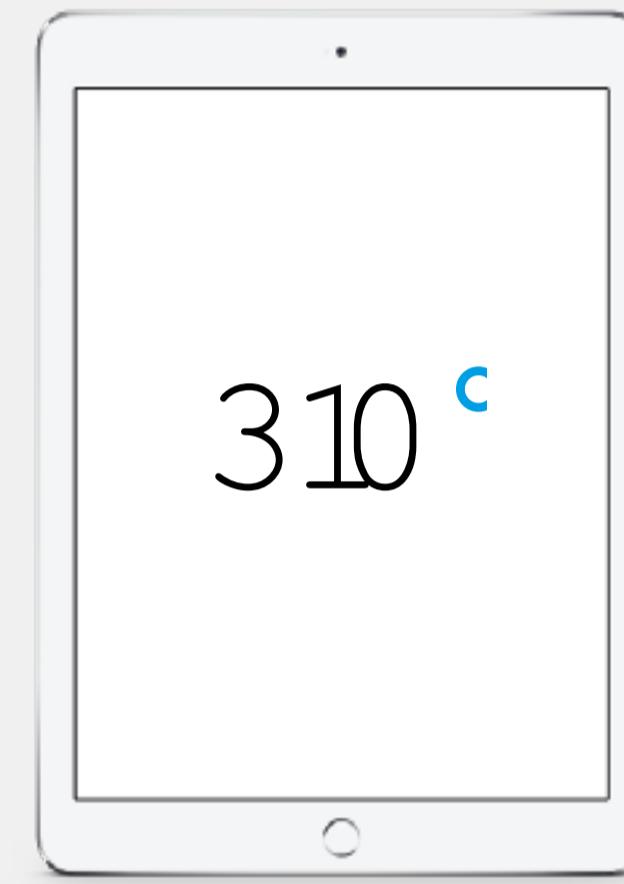
Web Design

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Maps



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Maps



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Web Design



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Maps



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Maps



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Maps



People who work in marketing try to get the attention of target.

Web Design



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organize the
world's information
and make it
universally
accessible and
useful.

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Public Relations Worldwide

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organize the
world's information
and make it
universally
accessible and
useful.

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world's information
and make it
universally
accessible and
useful.

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Home Security

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.

Home Security

People who work in marketing try to get the attention of target.

Web Design

People who work in marketing try to get the attention of target.

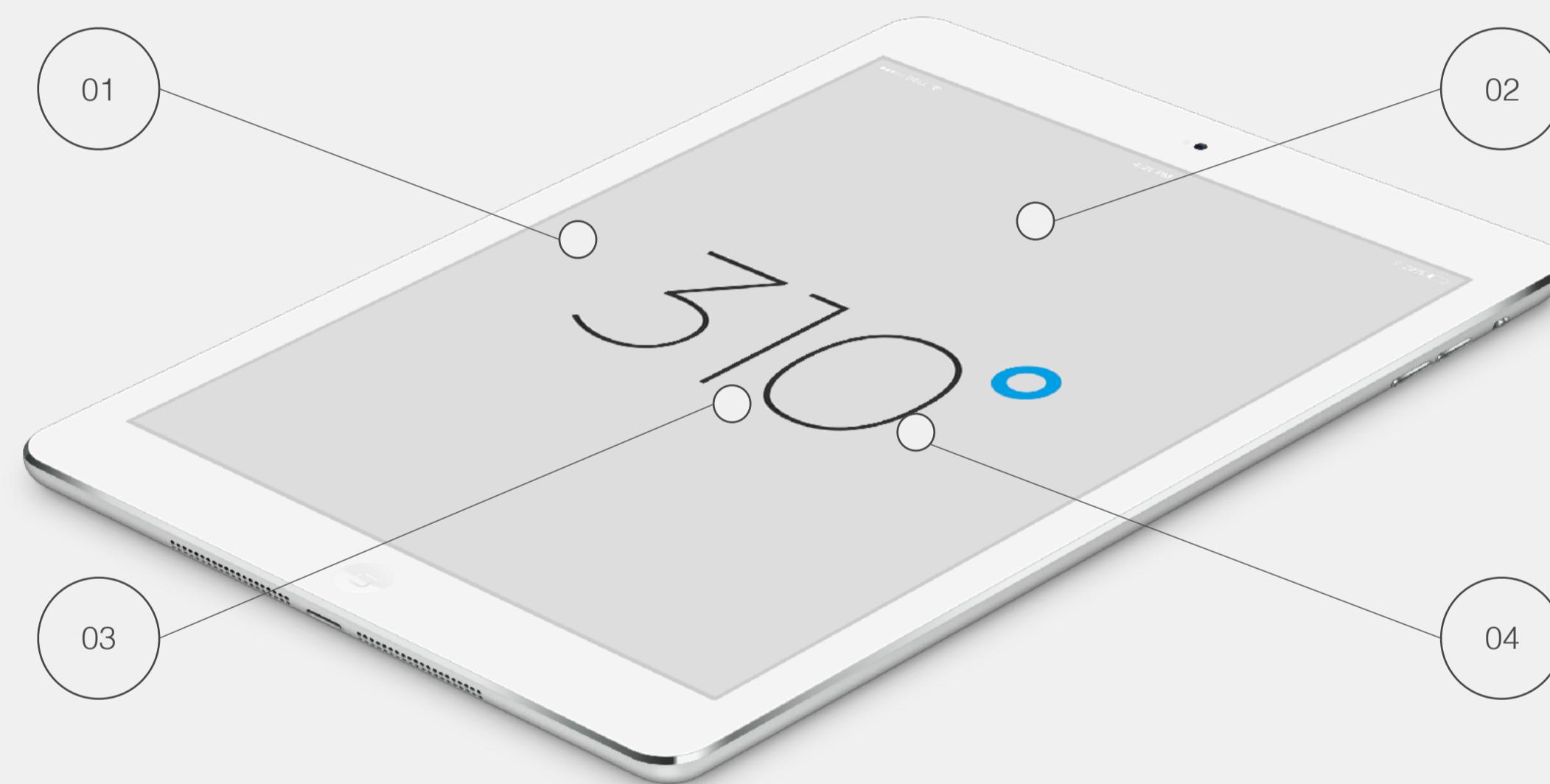


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Home Security

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.

Home Security

People who work in marketing try to get the attention of target.

Web Design

People who work in marketing try to get the attention of target.



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Home Security

People who work in marketing try to get the attention of target.



Home Security

People who work in marketing try to get the attention of target.

Web Design

People who work in marketing try to get the attention of target.

Web Design

People who work in marketing try to get the attention of target.

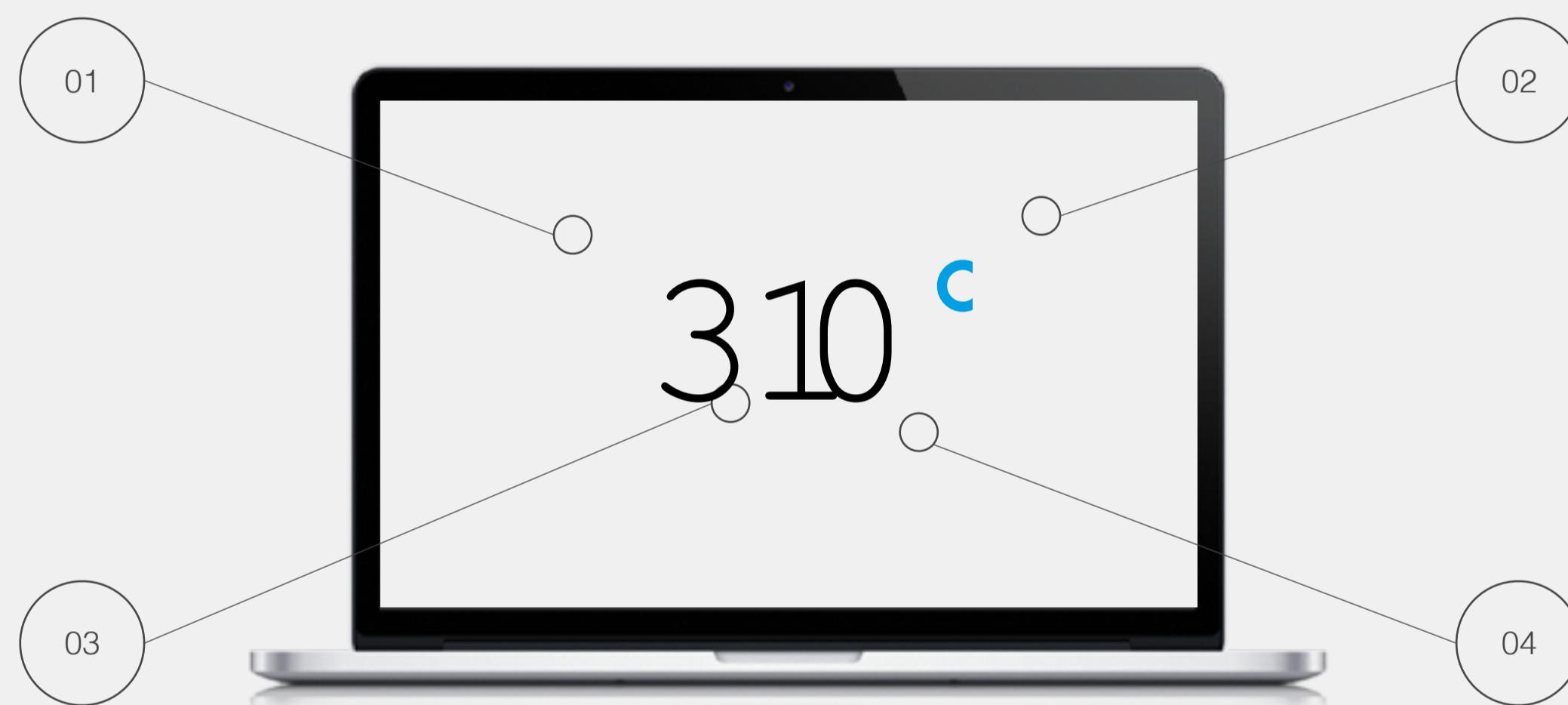


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Home Security

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.

Home Security

People who work in marketing try to get the attention of target.

Web Design

People who work in marketing try to get the attention of target.

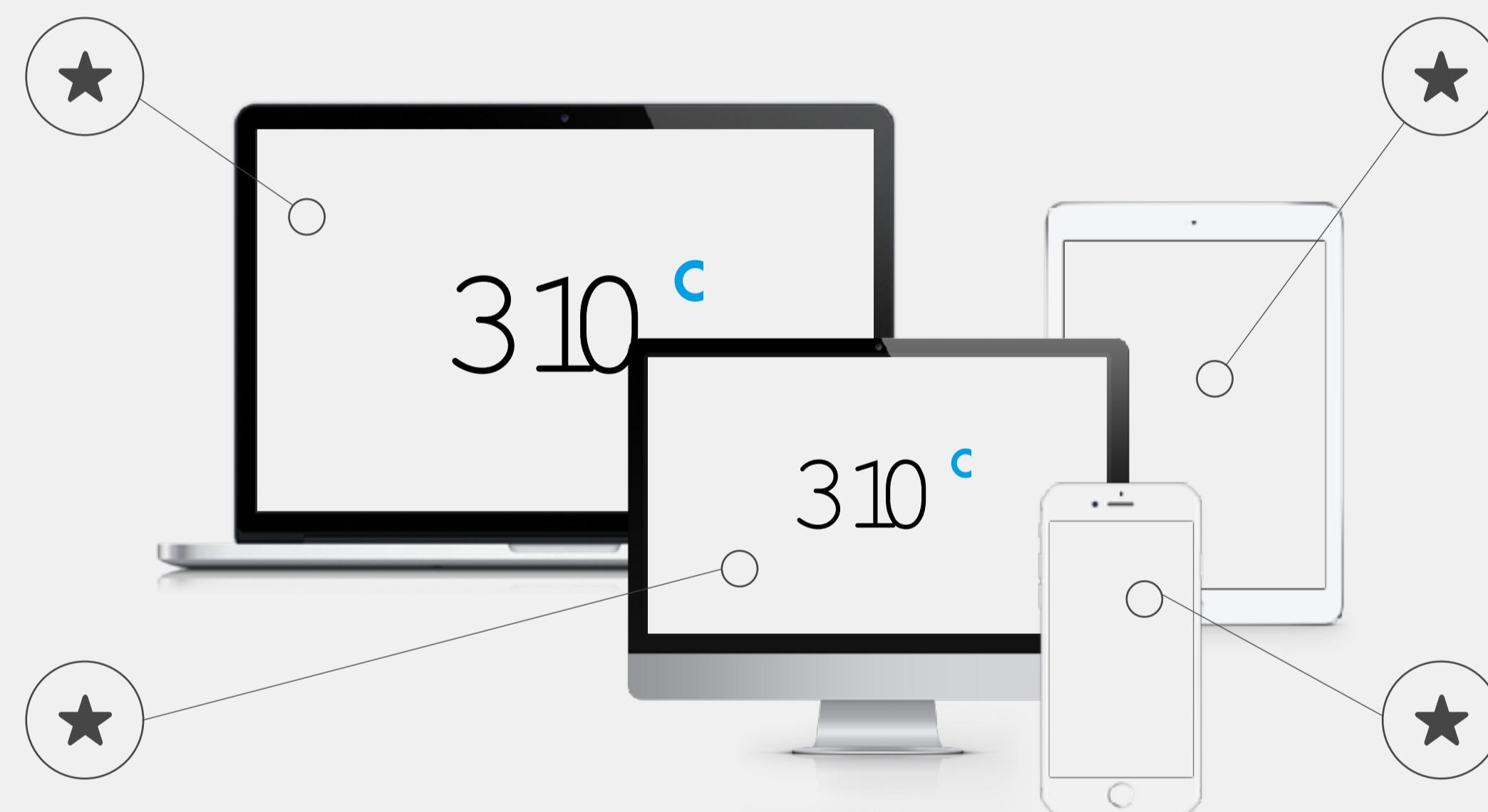


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Home Security

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.

Home Security

People who work in marketing try to get the attention of target.

Web Design

People who work in marketing try to get the attention of target.

Chapter One
People on Spot

01

Graphics & Timelines



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MONDAY

01

2014

02

Maps

2013

03

Web Design

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2014

04

Home Security

WEDNESDAY

03

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2015

05

Web Design

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2015

05

Web Design

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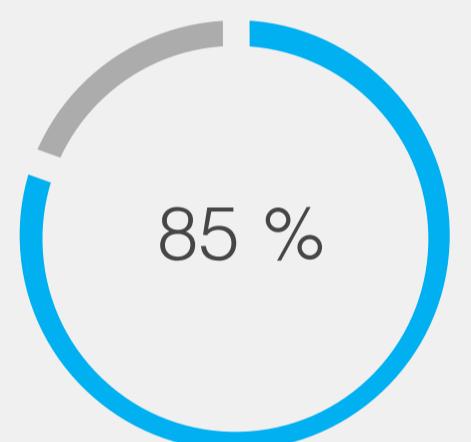


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THURSDAY
04

Web Design



2015

05

Web Design

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2014

04

Home Security

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2016

07

Home Security

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2017

08

Web Design

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FRIDAY

05





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Home Security

People who work in marketing try to get the attention of target.

01

Web Design

People who work in marketing try to get the attention of target.

02



Target

People who work in marketing try to get the attention of target.

03

Web Design

People who work in marketing try to get the attention of target.

04



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Topic Two



2015

People who work in
marketing try to get the
attention of target.

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Maps

2014

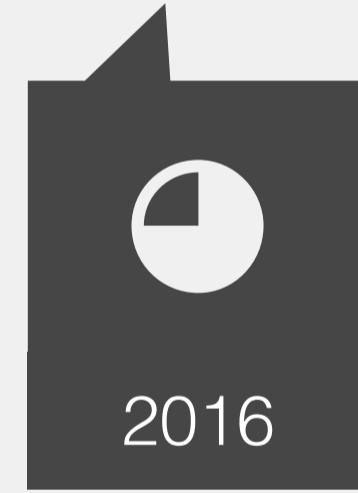
People who work in marketing try to get the attention of target.



Maps

2015

People who work in marketing try to get the attention of target.



Maps

2016

People who work in marketing try to get the attention of target.



Maps

2018

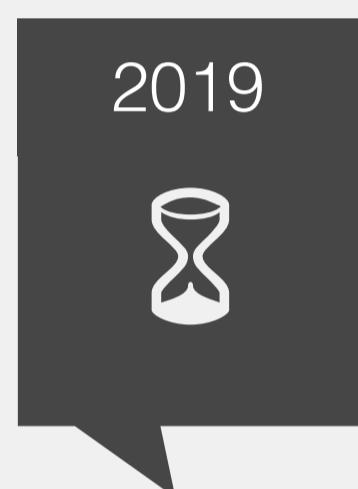
People who work in marketing try to get the attention of target.



Maps

2017

People who work in marketing try to get the attention of target.



Maps

2019

People who work in marketing try to get the attention of target.



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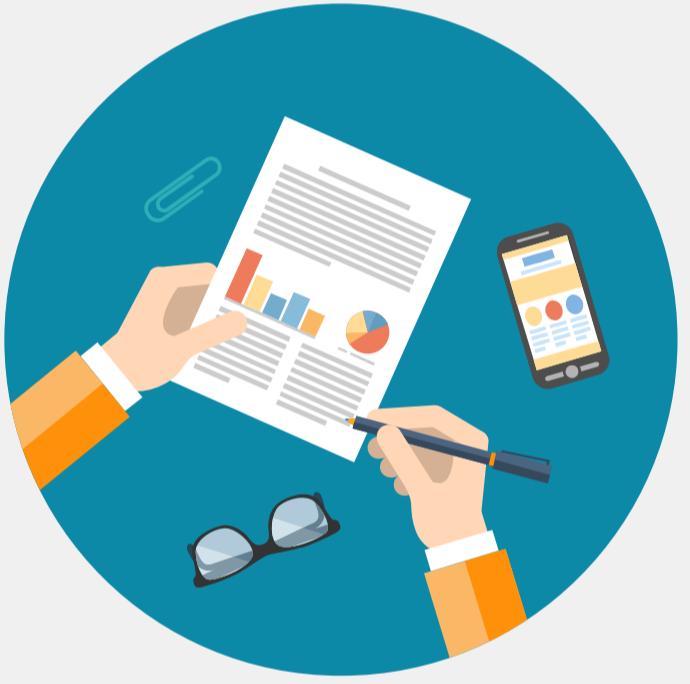




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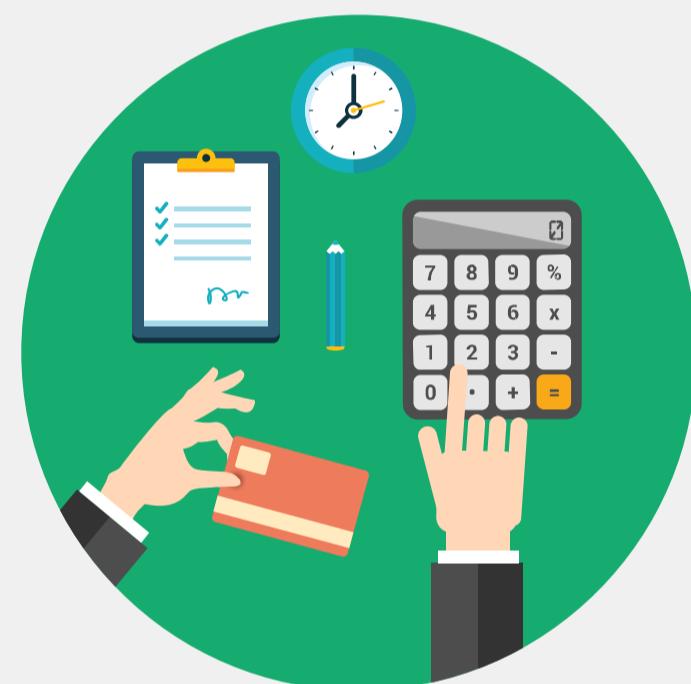
#01



Martin Sheeny

Lorem ipsum dolor sit.

#02



Willy Smith

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#03



Donald Thumb

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#04



Michael Yordan

Lorem ipsum dolor sit.



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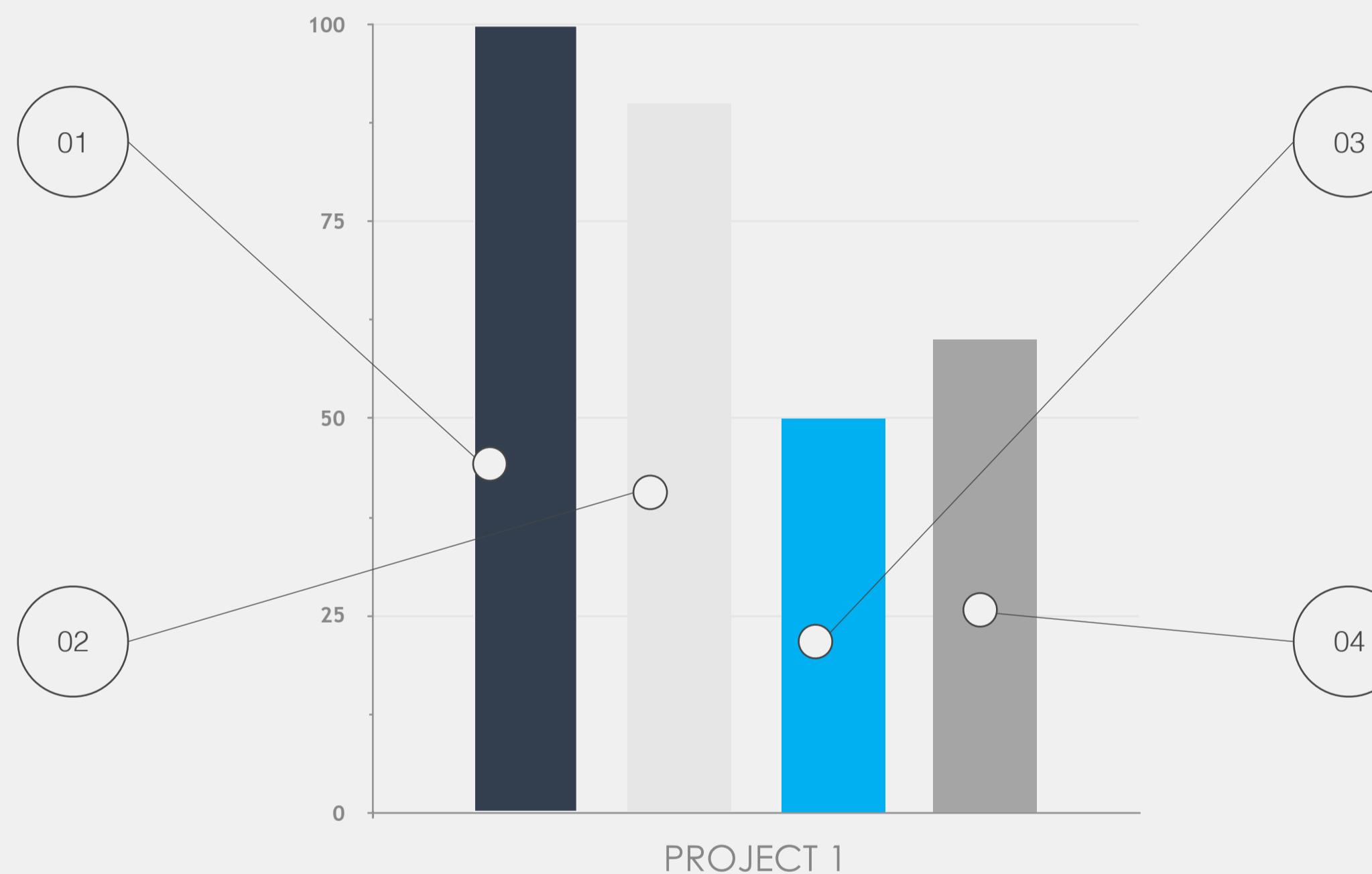
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Home Security

People who work in marketing try to get the attention of target.

Web Design

People who work in marketing try to get the attention of target.



Home Security

People who work in marketing try to get the attention of target.

Web Design

People who work in marketing try to get the attention of target.

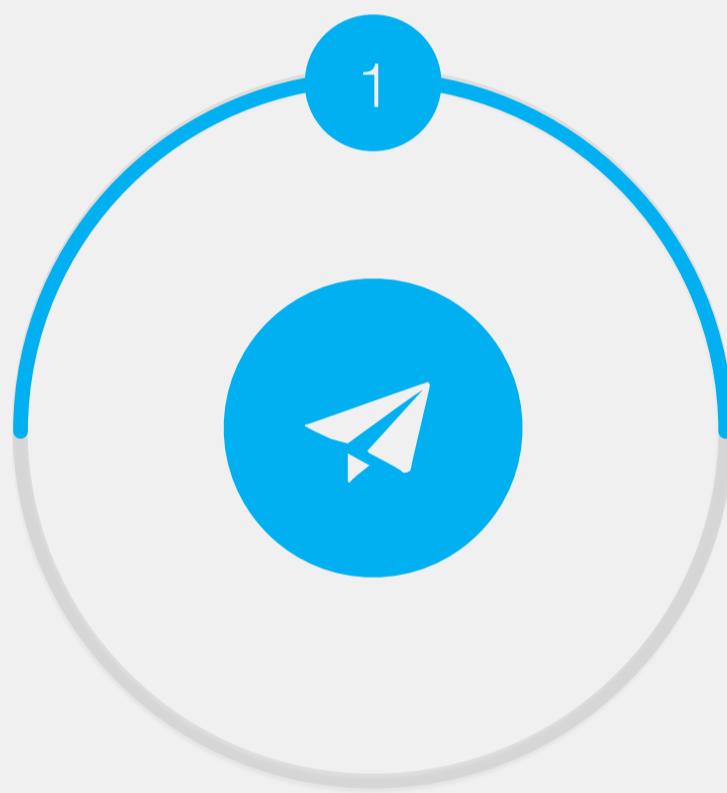


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PRODUCT ONE

4.531 | 62 %



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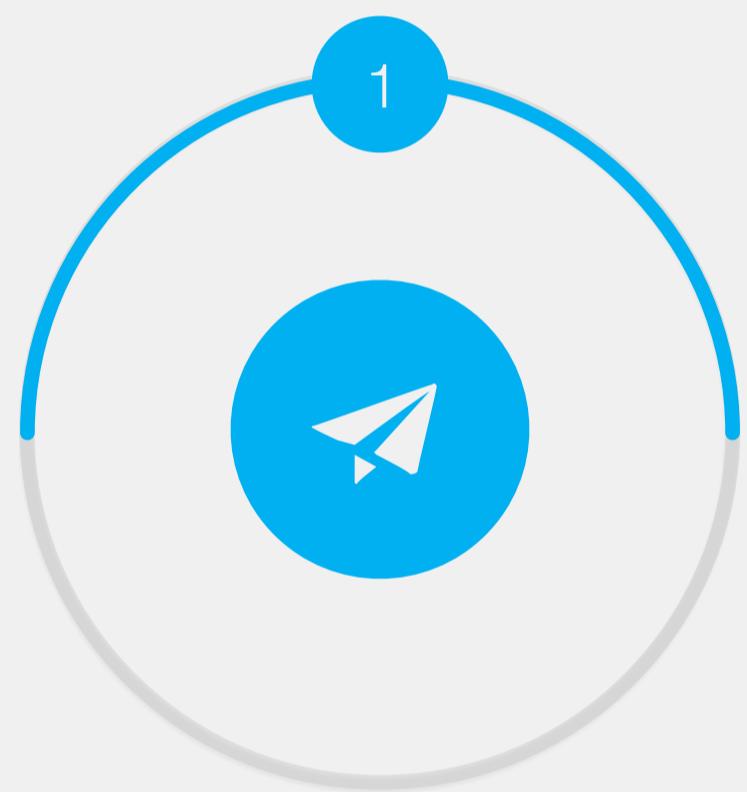


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PRODUCT ONE

4.531 | 62 %



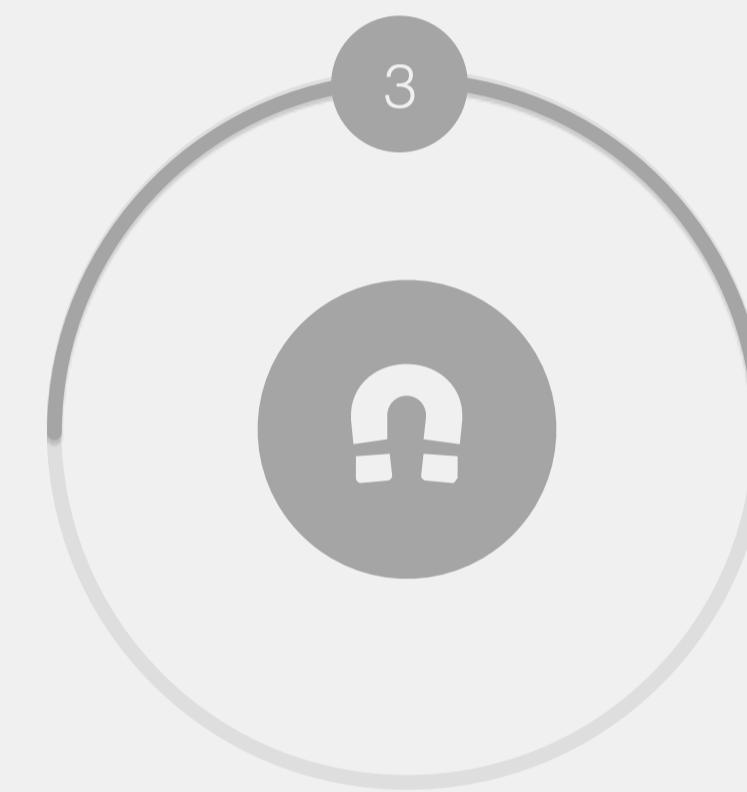
PRODUCT TWO

4.531 | 62 %



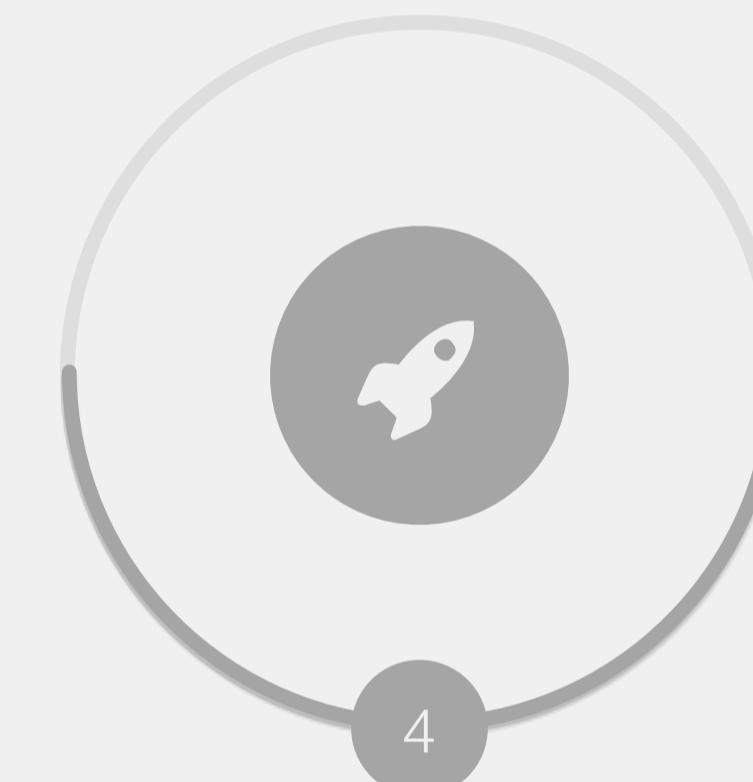
PRODUCT TWO

4.531 | 62 %



PRODUCT TWO

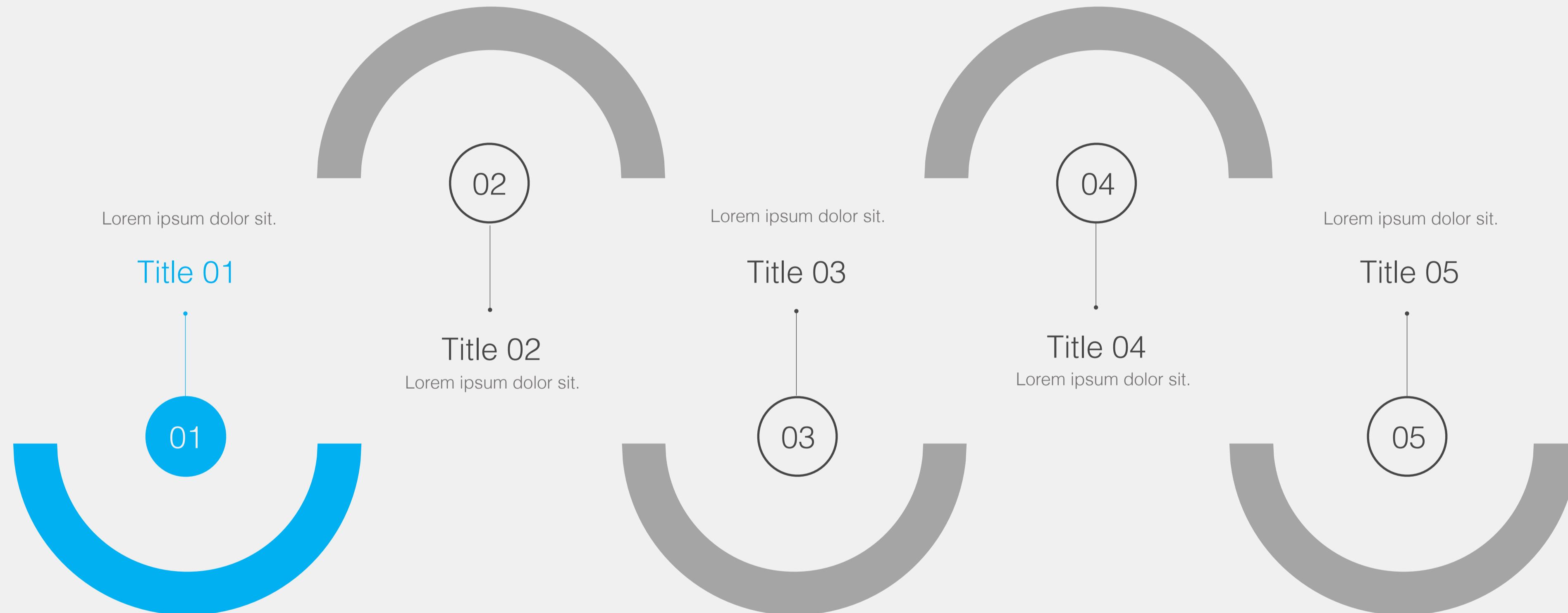
4.531 | 62 %





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Marketing

01

People who work in marketing try to get the attention of target.

Maps

02

People who work in marketing try to get the attention of target.

Web Design

03

People who work in marketing try to get the attention of target.



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01

Description One

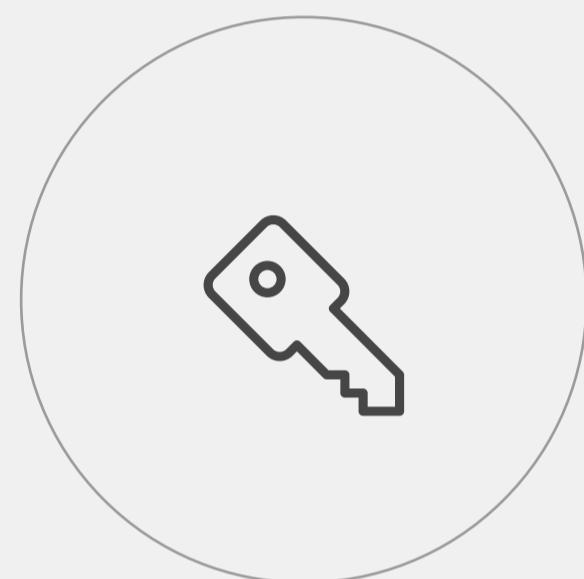
 Lorem ipsum dolor sit amet.



02

Description Two

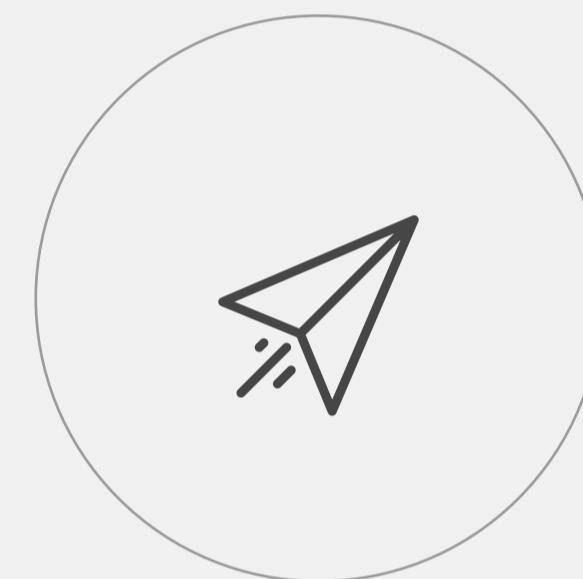
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03

Description Three

 Lorem ipsum dolor sit amet.



04

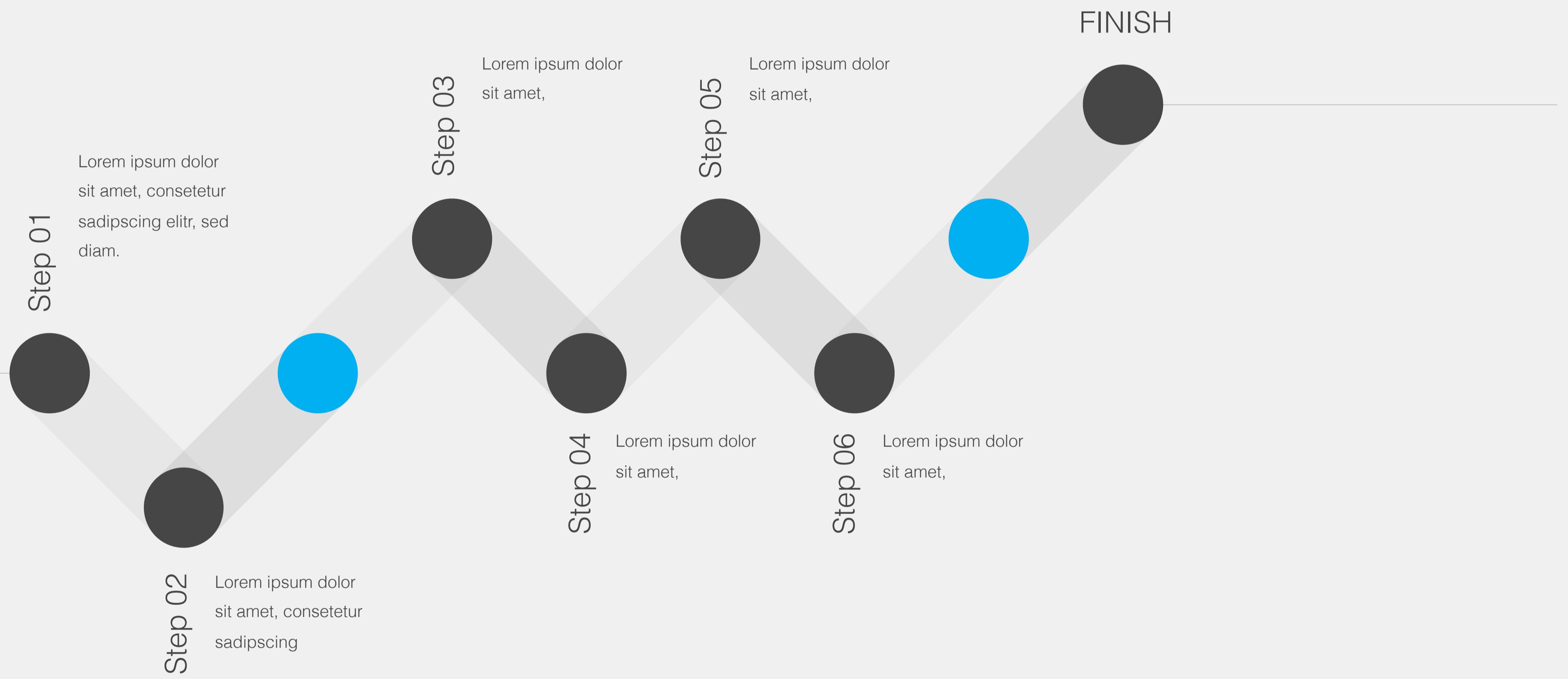
Description Four

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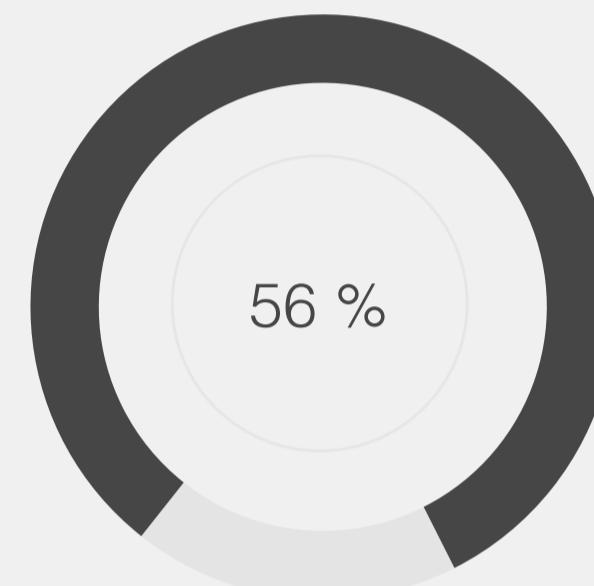


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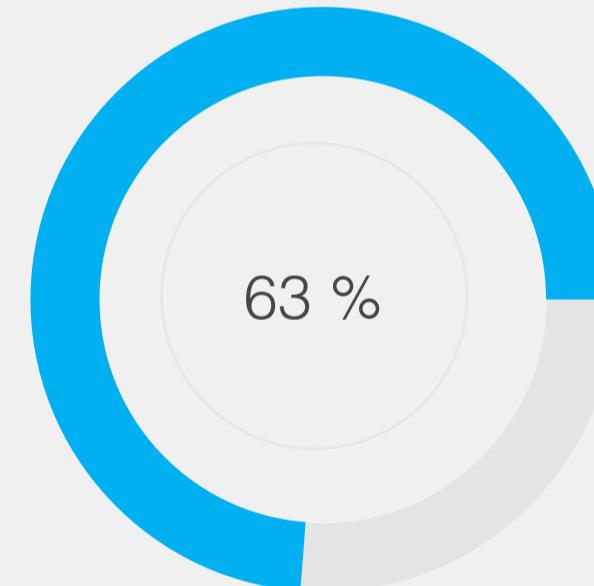
Home Security

People who work in marketing try to get the attention of target.



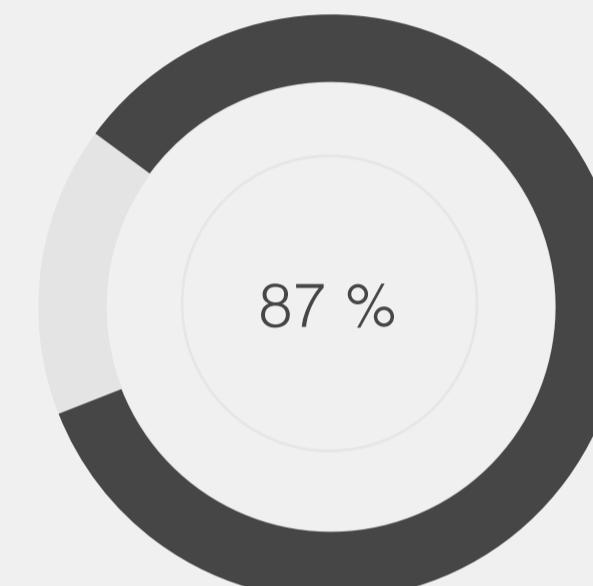
Web Design

People who work in marketing try to get the attention of target.



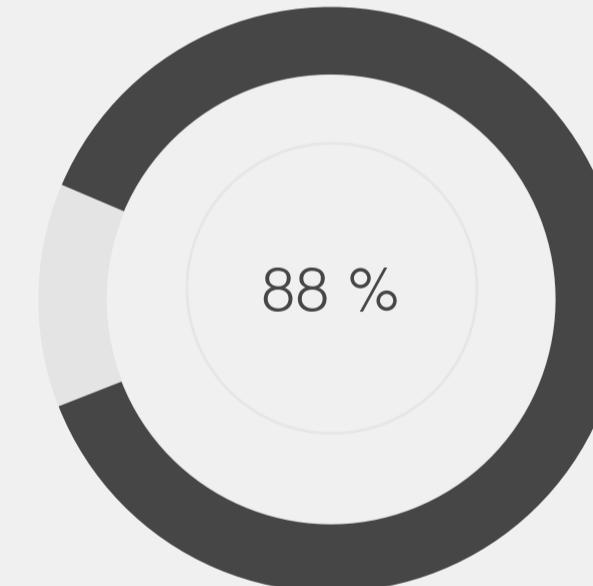
Home Security

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.



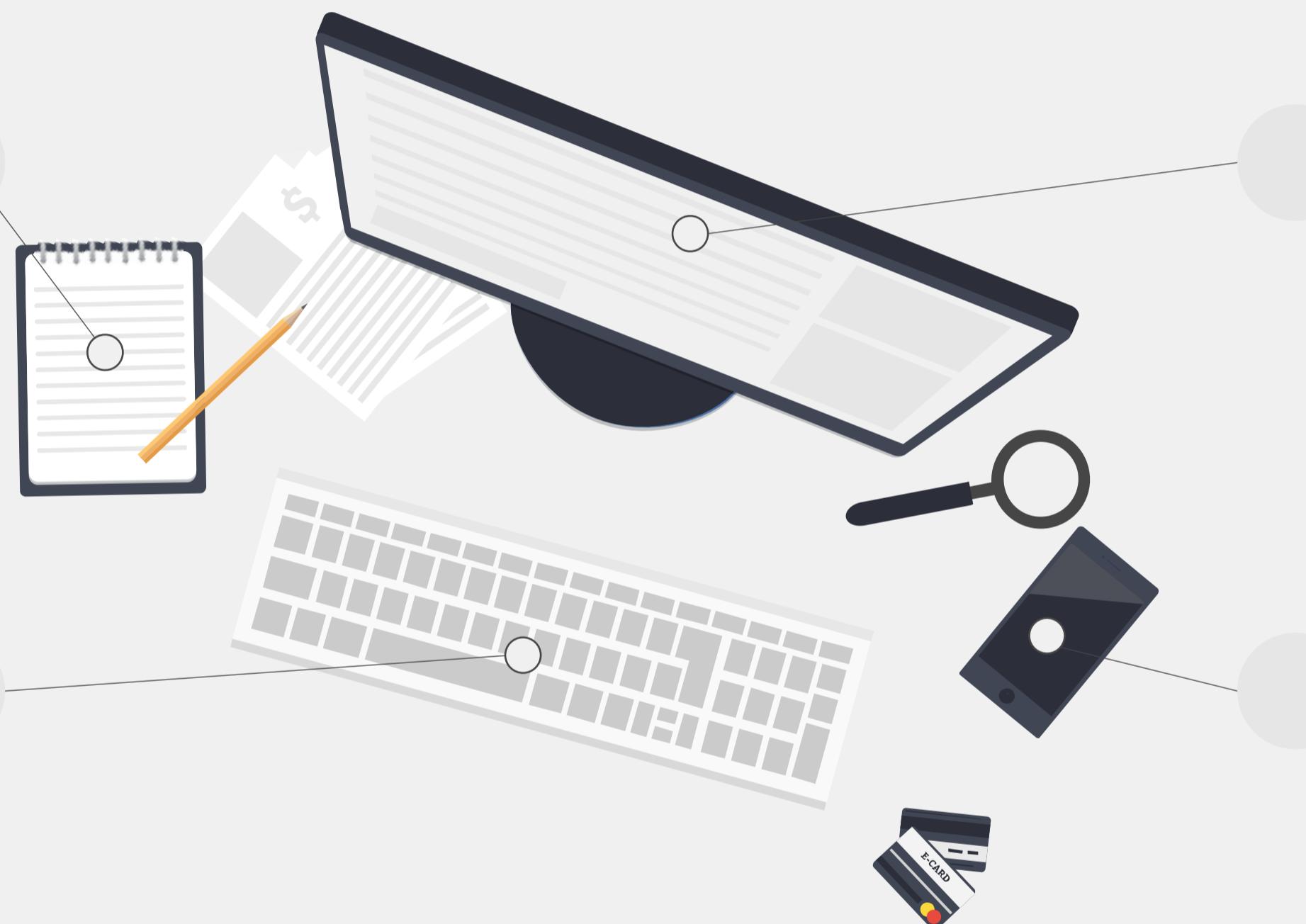


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Home Security

People who work in marketing try to get the attention of target.



Web Design

People who work in marketing try to get the attention of target.

Home Security

People who work in marketing try to get the attention of target.

Web Design

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Product | Basic

155,00 €

Product Name Basic

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#01 Objective One

#02 Objective Two and a Half

#03 Objective Three

Product | Professional

260,00 €

Product Name Professional

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#01 Objective One

#02 Objective Two and a Half

#03 Objective Three

Product | Premium

510,00 €

Product Name Premium

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#01 Objective One

#02 Objective Two and a Half

#03 Objective Three



Topic One

Second Title One

01

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- Bulletpoint One
- Bulletpoint Two and a Half
- Bulletpoint Three or Free
- Bulletpoint Four
- Bulletpoint Five
- Bulletpoint six, yo.

Topic Two

Second Title Two

02

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- Bulletpoint One
- Bulletpoint Two and a Half
- Bulletpoint Three or Free
- Bulletpoint Four
- Bulletpoint Five
- Bulletpoint six, yo.

Topic Three

Second Title Three

03

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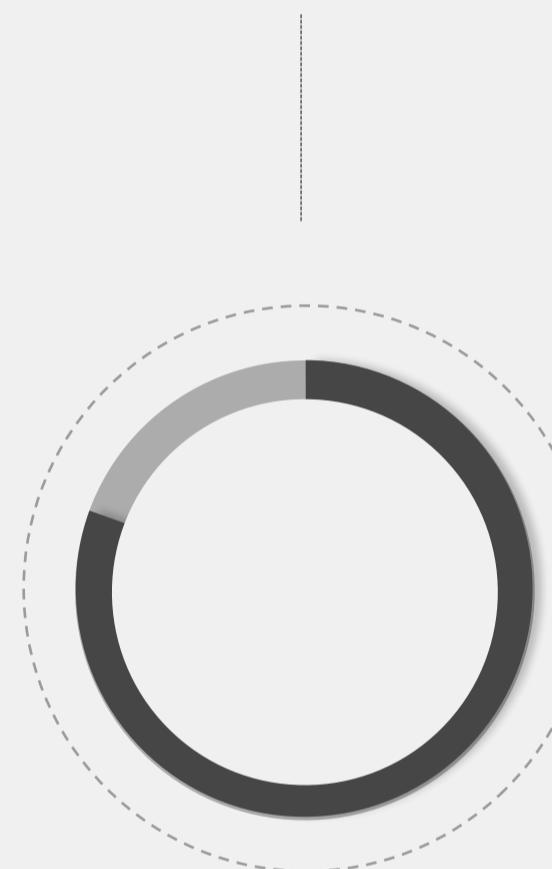
- Bulletpoint One
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- Bulletpoint Three or Free
- Bulletpoint Four
- Bulletpoint Five
- Bulletpoint six, yo.



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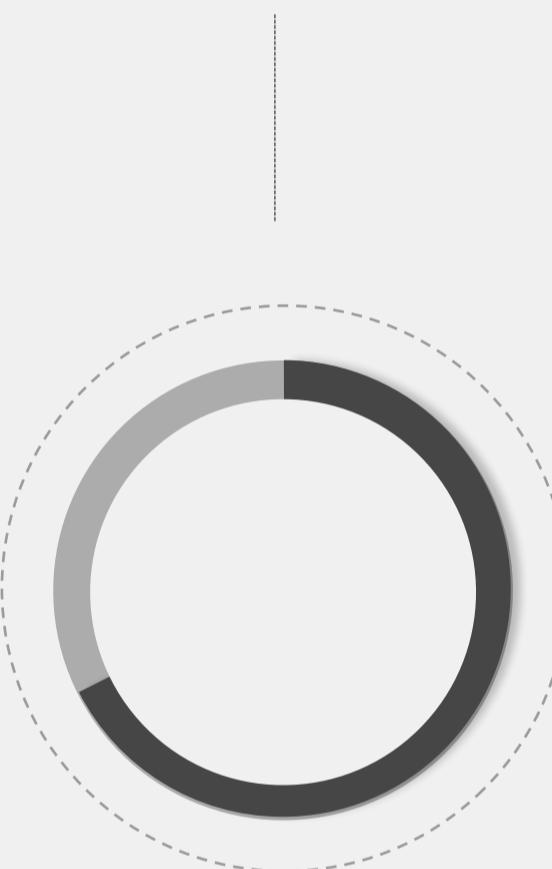
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01 Identity

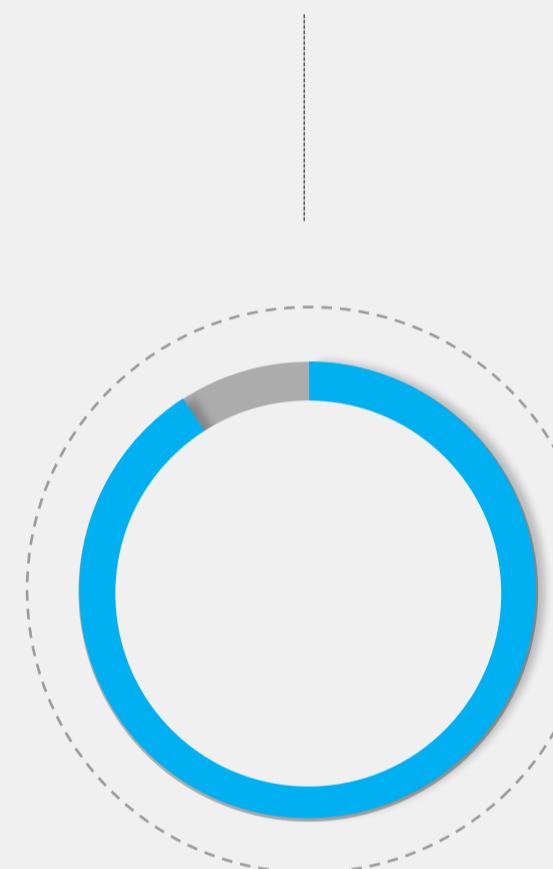


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consetetur sadipscin.

02 Behavior



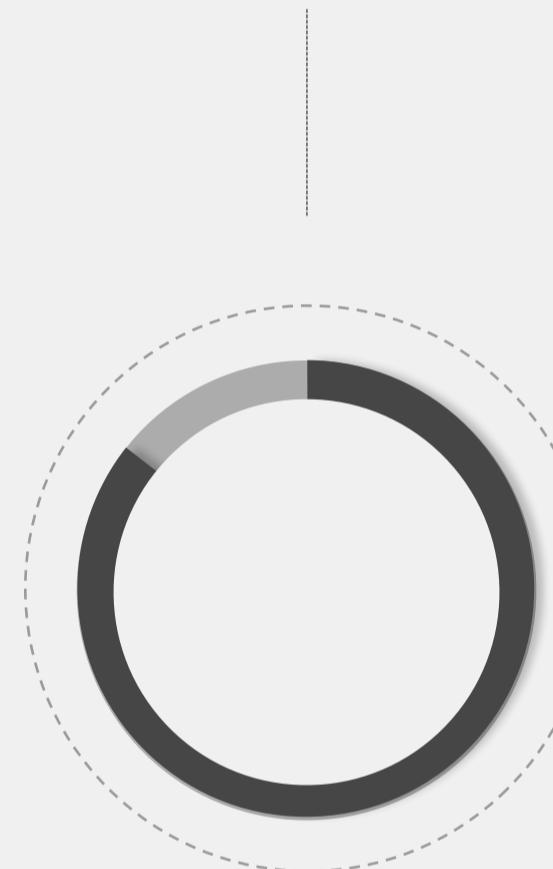
03 Strategie



01 Lorem ipsum dolor sit amet, consetetur
sadipscin. 02 Lorem ipsum dolor sit amet,
consetetur sadipscin.

Design

04 Distribution



Technic



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2012

01

Home Security

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2014

02

Maps

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2013

03

Web Design

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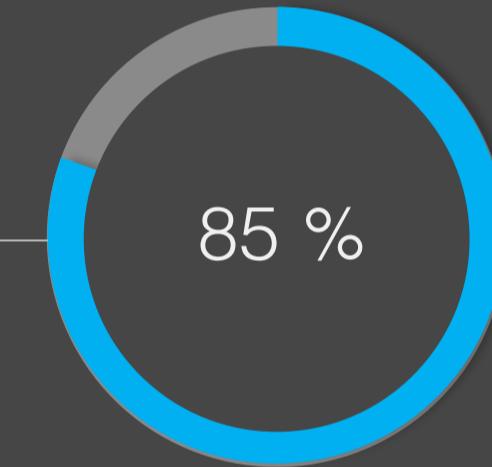
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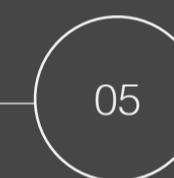
2014



Home Security



2015



Web Design

2015



Web Design

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2016



Home Security

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2017



Web Design

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tempor invidunt ut labore et.

2018



Web Design

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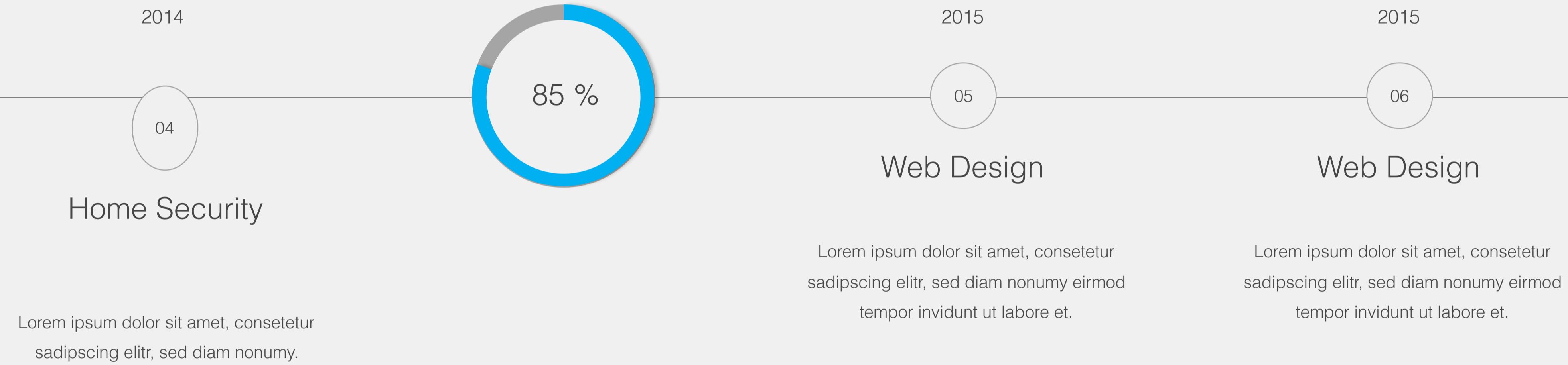
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2016

07

Home Security

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2017

08

Web Design

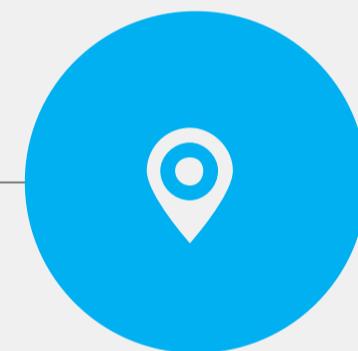
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2018

09

Web Design

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tempor invidunt ut labore et.





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Home Security

People who work in marketing try to get the attention of target.

01

Maps

People who work in marketing try to get the attention of target.

02

Web Design

People who work in marketing try to get the attention of target.

03

Target

People who work in marketing try to get the attention of target.

04

Photos

People who work in marketing try to get the attention of target.

05

Web Design

People who work in marketing try to get the attention of target.

06





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#01 Home Security

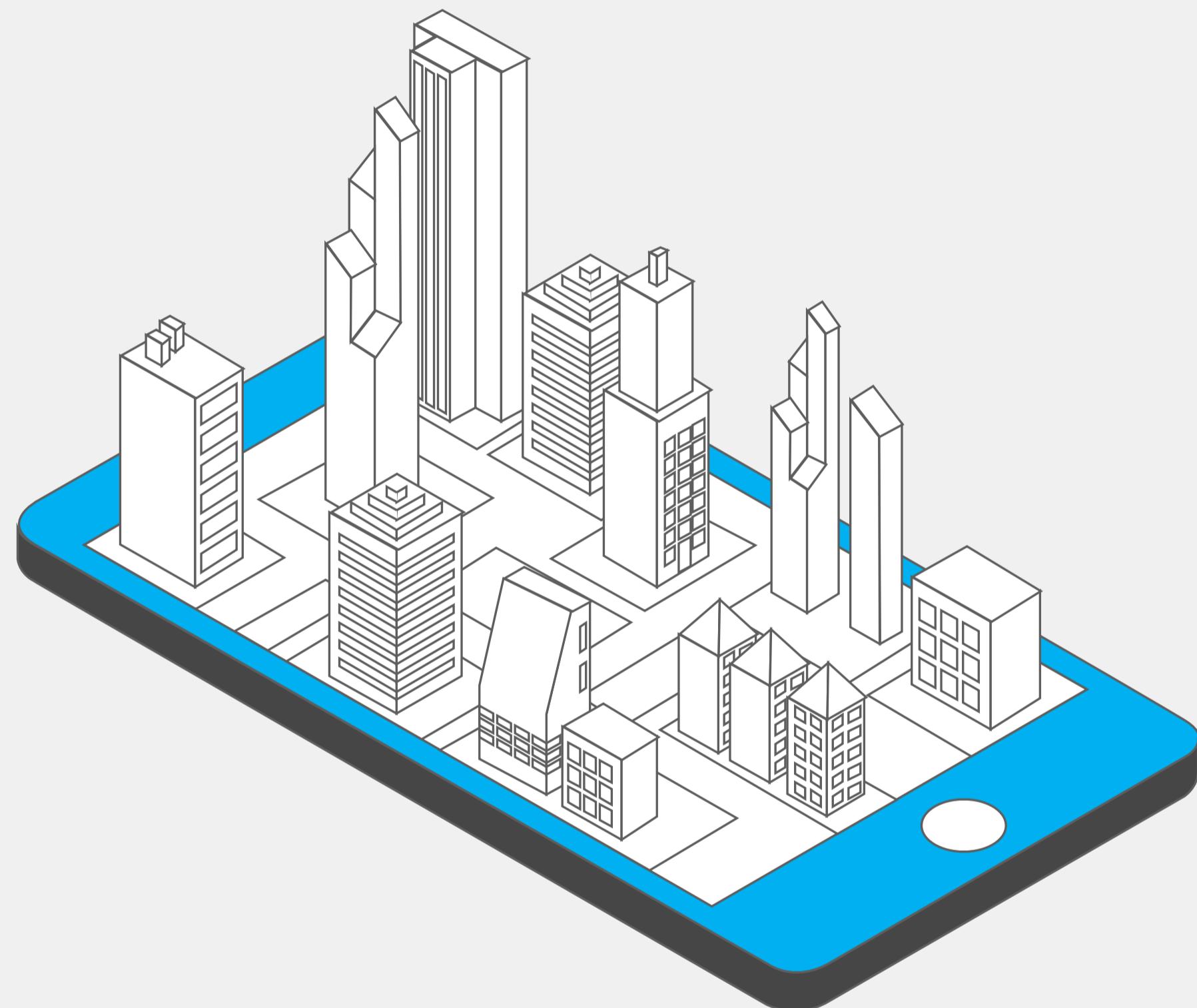
People who work in marketing try to get the attention of target.

#02 Maps

People who work in marketing try to get the attention of target.

#03 Web Design

People who work in marketing try to get the attention of target.



#04 Target

People who work in marketing try to get the attention of target.

#05 Photos

People who work in marketing try to get the attention of target.

#06 Web Design

People who work in marketing try to get the attention of target.



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TITLE ONE



Lorem ipsum dolor sit amet,
consetetur sadipscing.

3,483 \$ | 27 %

TITLE TWO



Lorem ipsum dolor sit amet,
consetetur sadipscing.

1,684 \$ | 56 %

TITLE THREE



Lorem ipsum dolor sit amet,
consetetur sadipscing.

2,483 \$ | 57 %

TITLE FOUR



Lorem ipsum dolor sit amet,
consetetur sadipscing.

3,413 \$ | 39 %

TITLE FIVE



Lorem ipsum dolor sit amet,
consetetur sadipscing.

3,573 \$ | 87 %



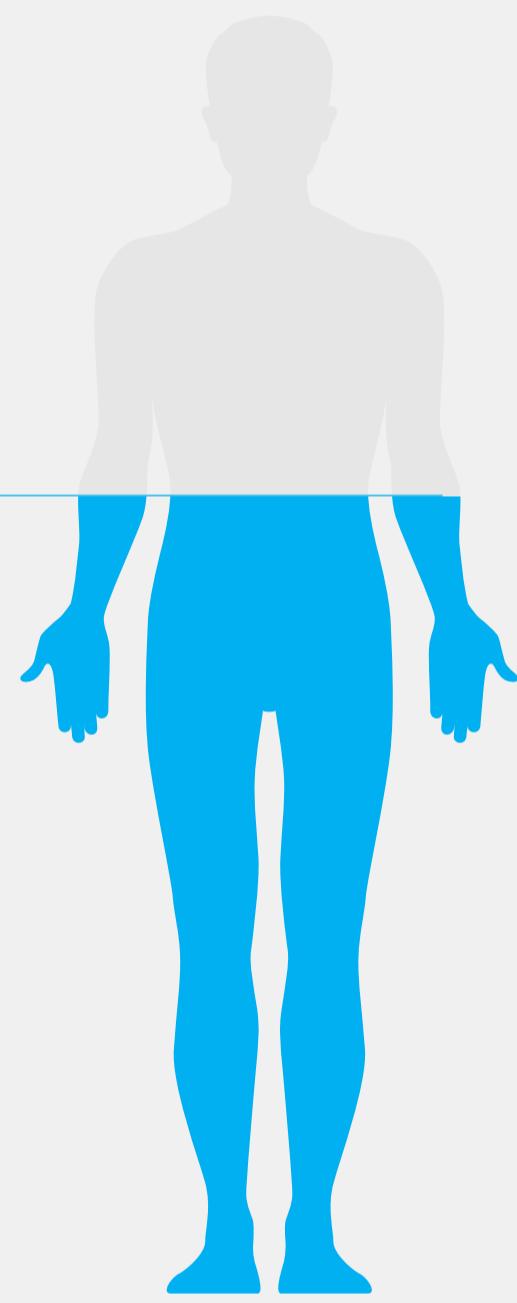
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Boys
3.483 | 57 %



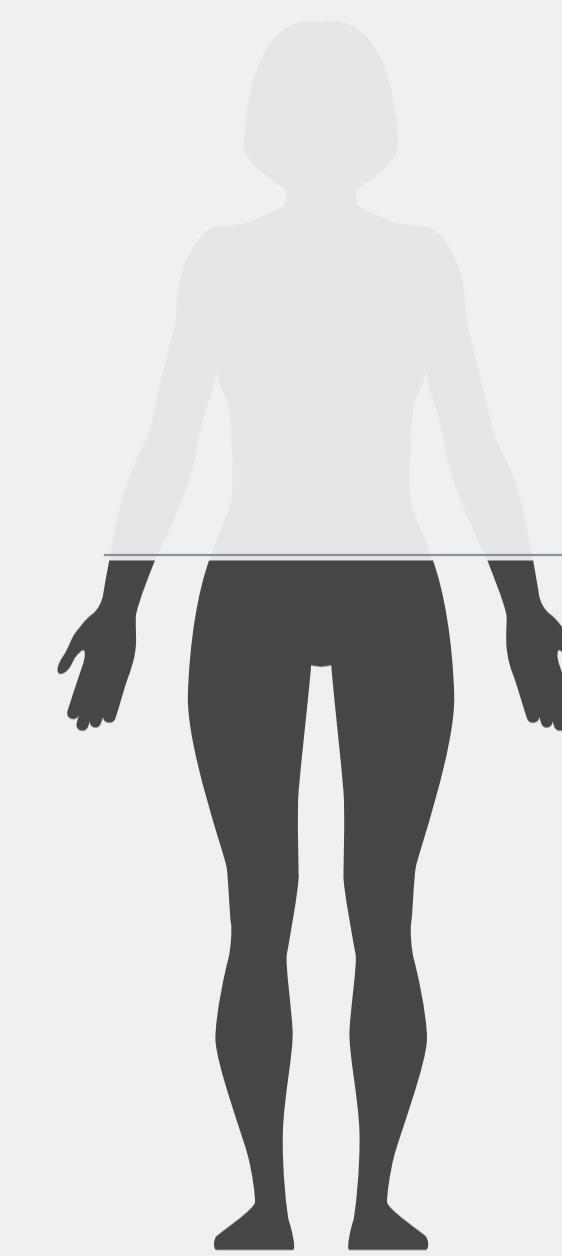
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sadipscing elitr, sed diam.



Girls
3.483 | 57 %



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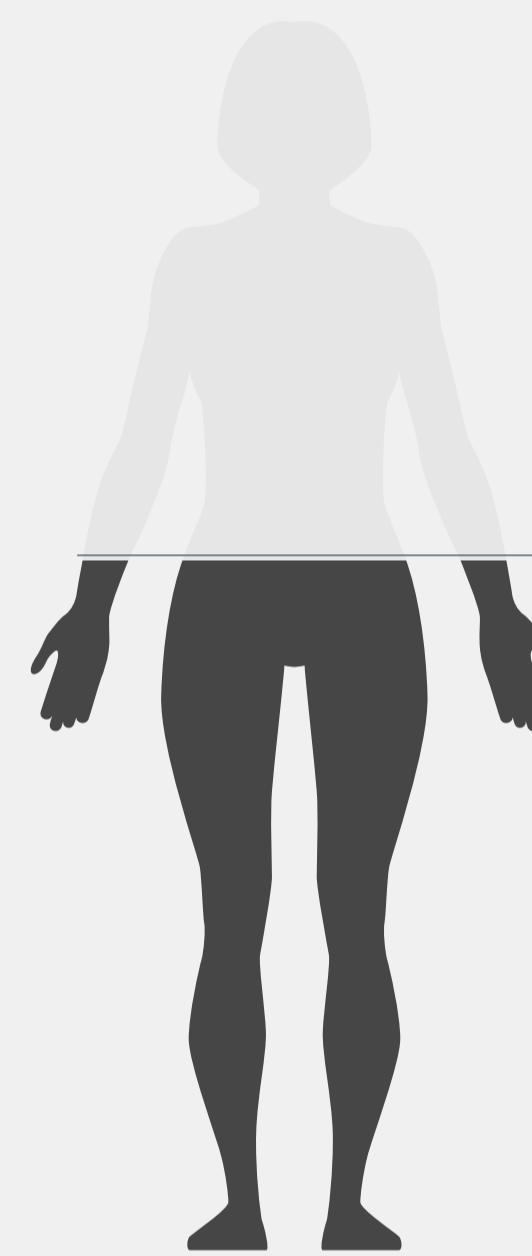


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Public Relations Worldwide

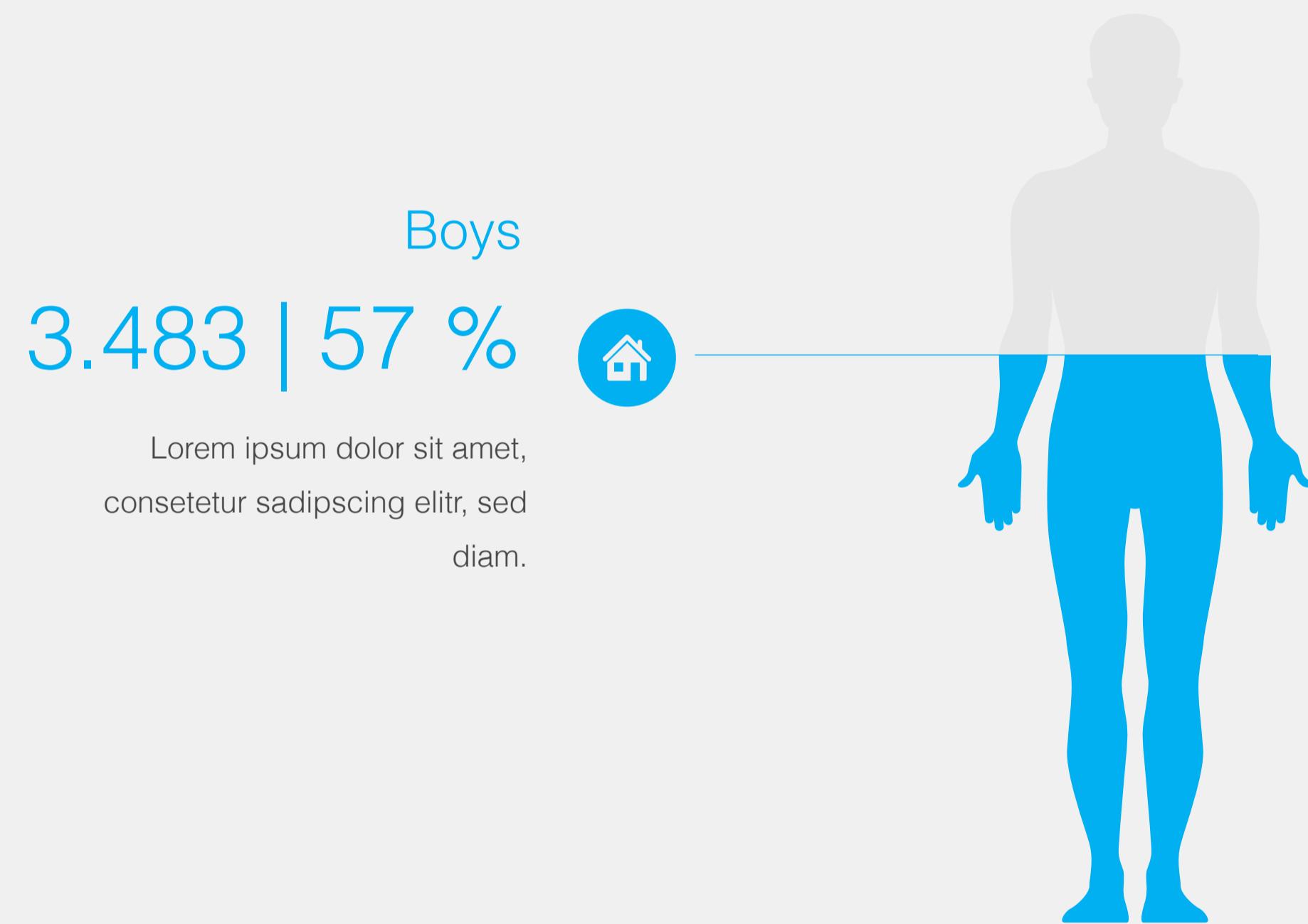
Remember, when
making a **business**
presentation,
Powerpoint is not
the point.





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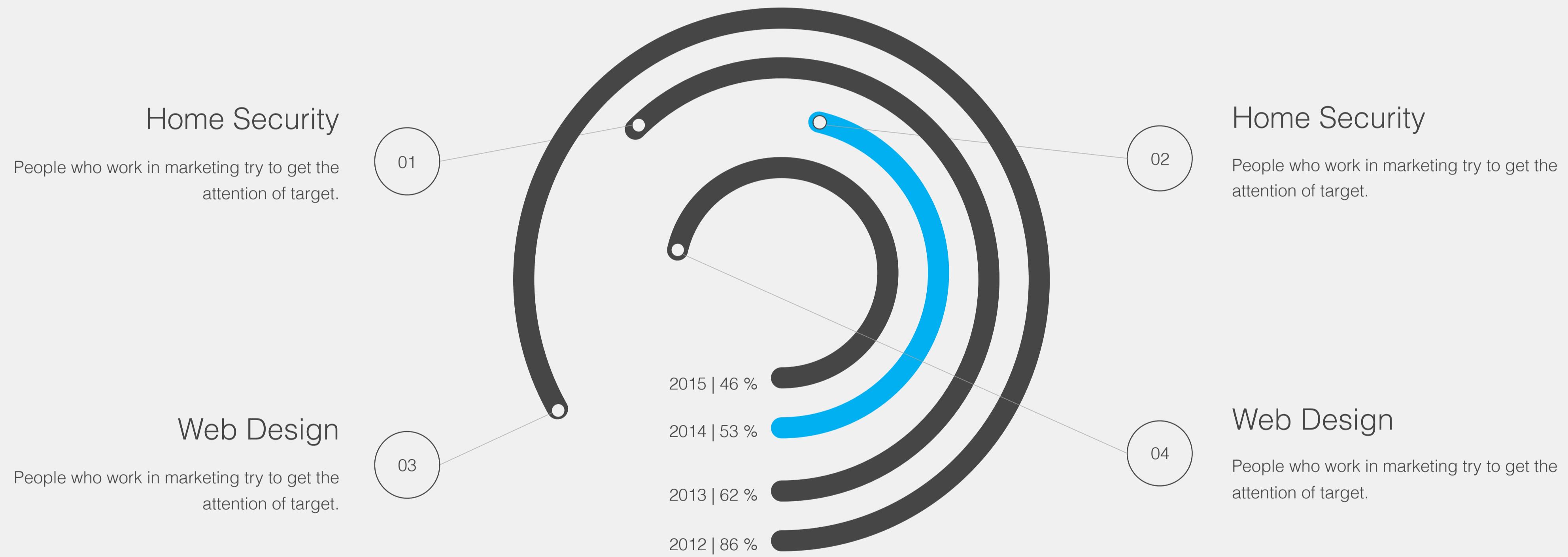
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Remember, when
making a **business**
presentation,
Powerpoint is not
the point.



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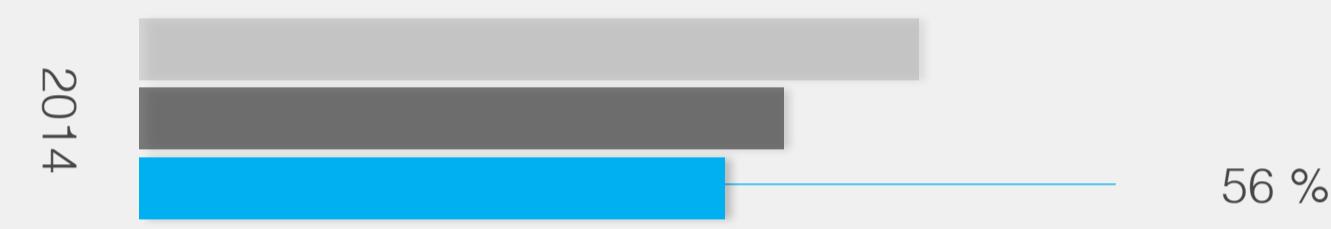
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● Topic ONE

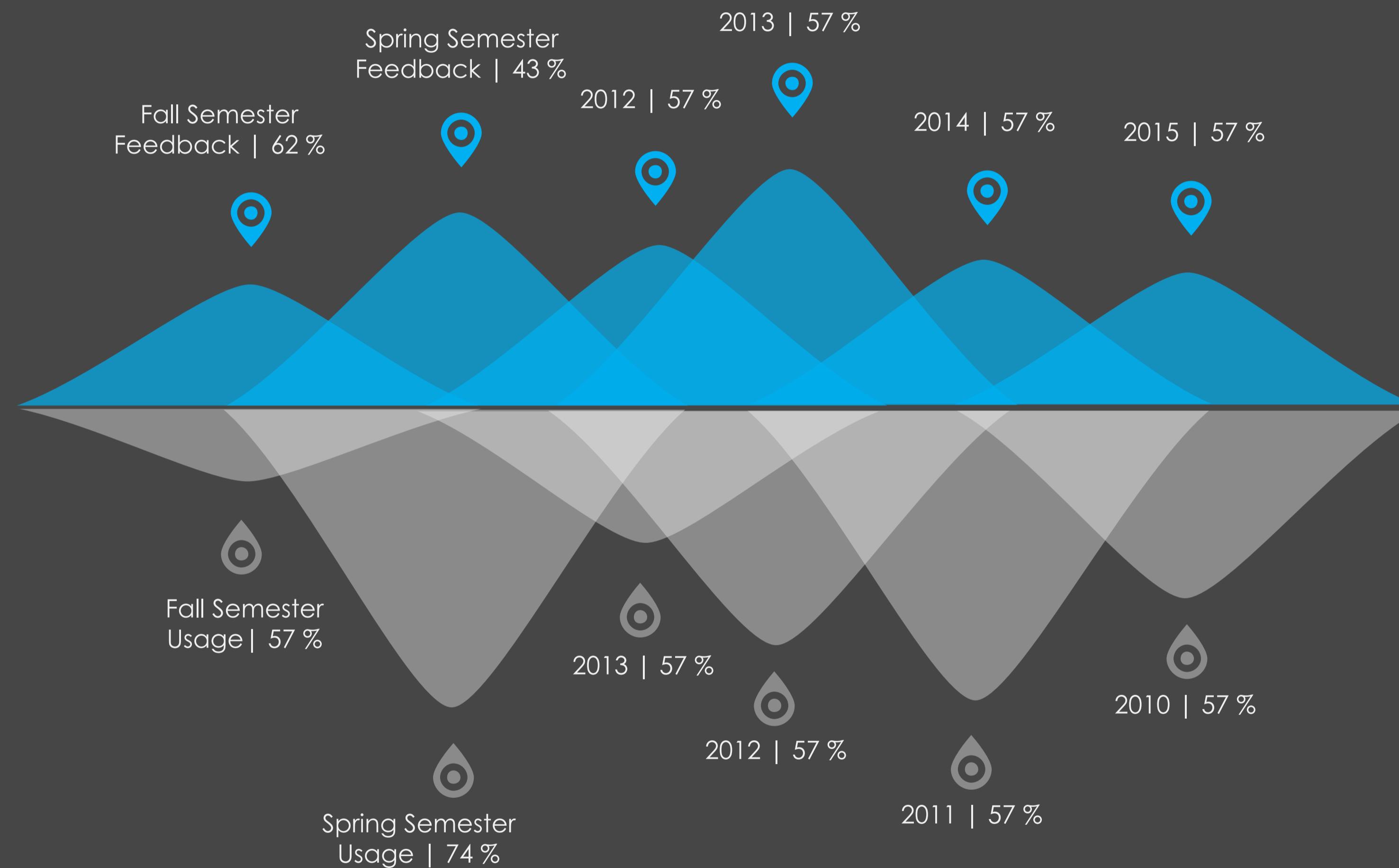
● Topic TWO

● Topic THREE



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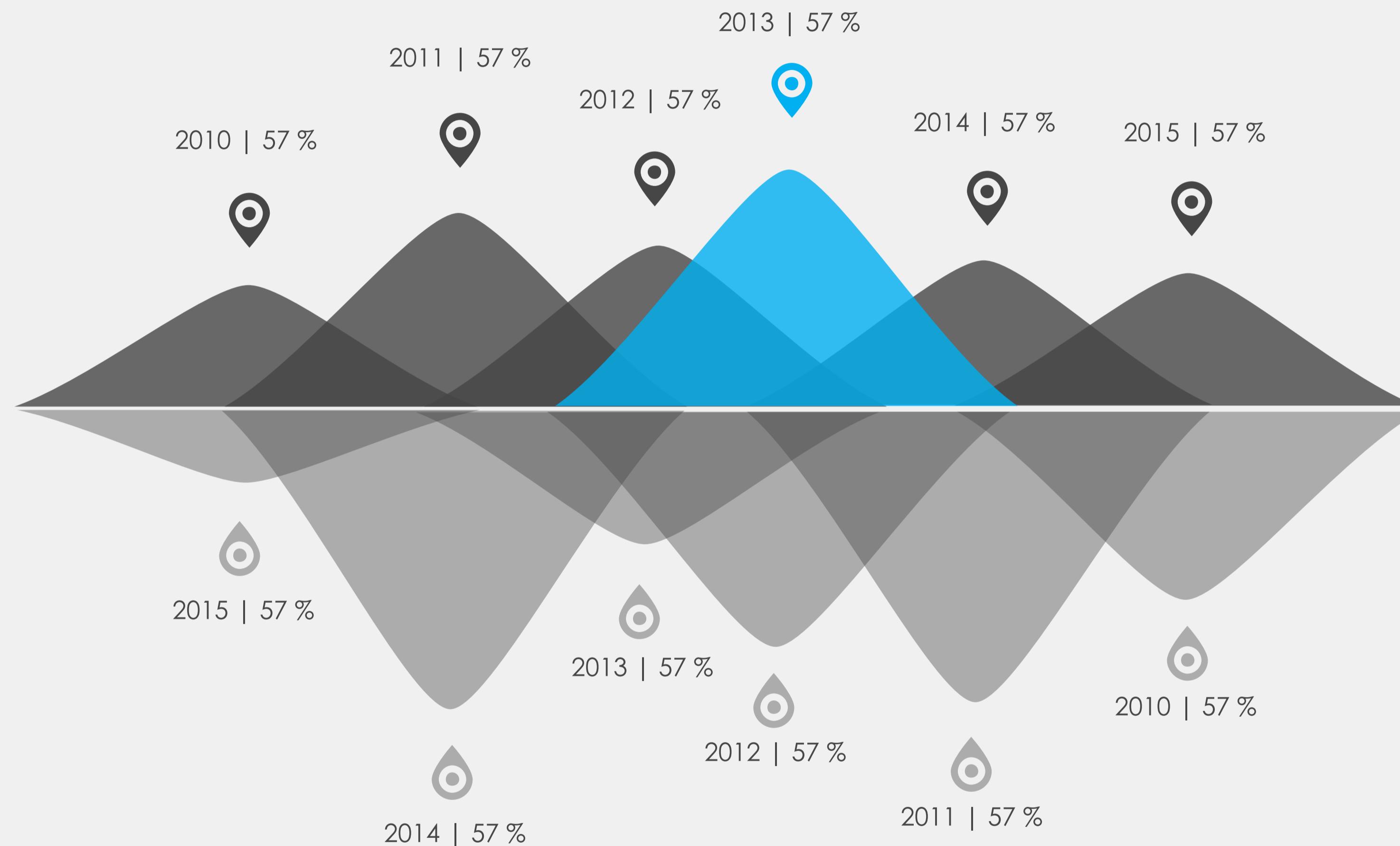
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Attention



Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



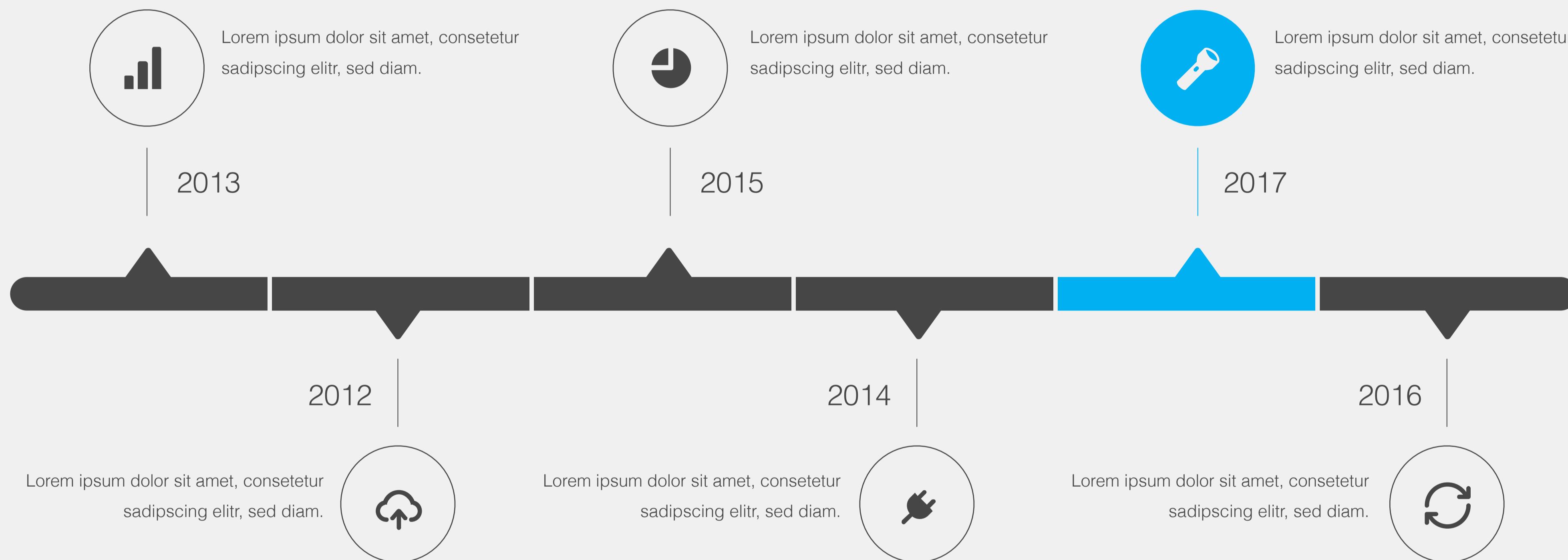
Web Design

People who work in marketing try to get the attention of target.



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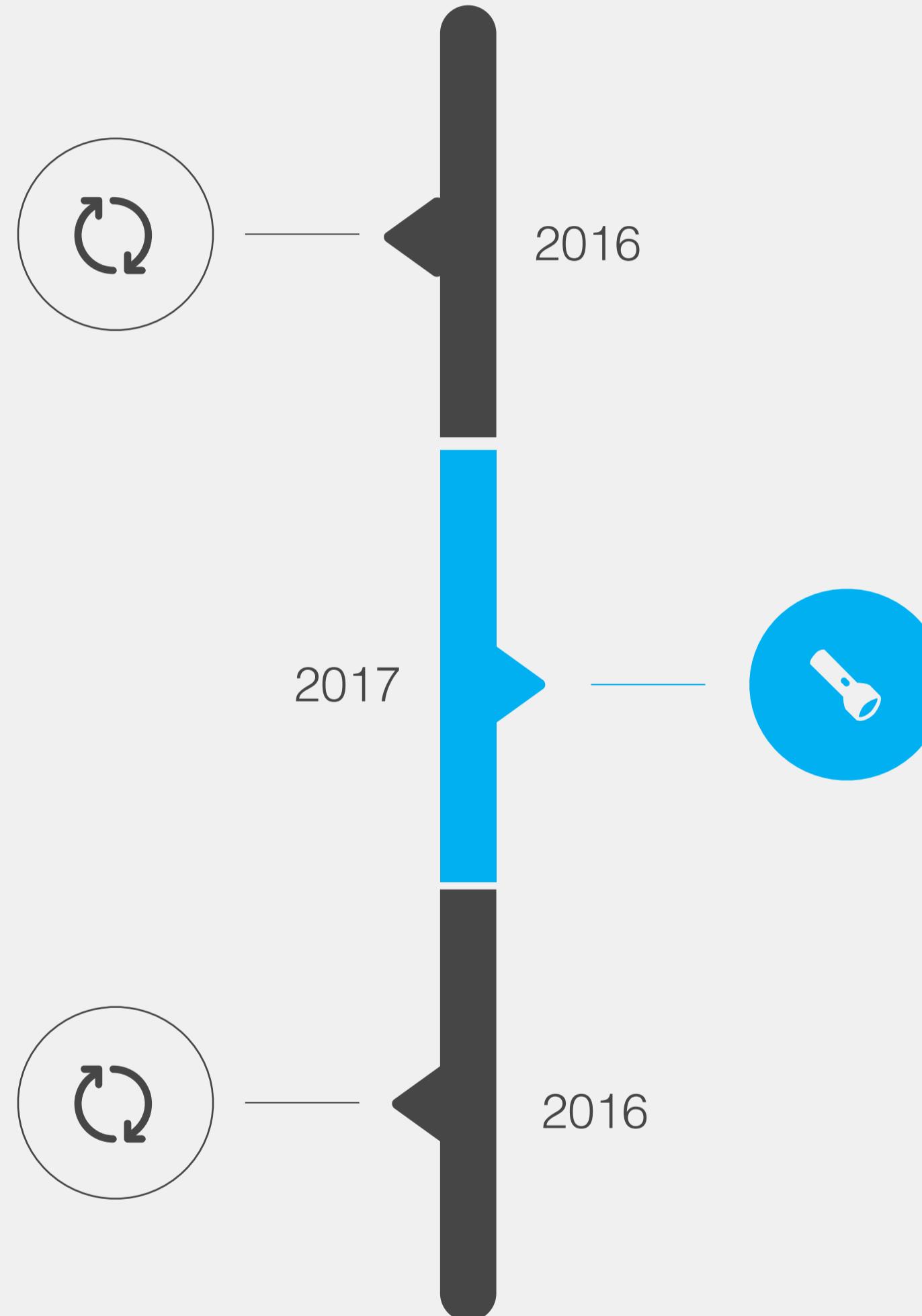




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	Product Five	502.574 €	502.574 €	502.574 €	502.574 €	502.574 €
	Product Four	302.574 €	302.574 €	302.574 €	302.574 €	302.574 €
	Product Three	10.574 €	10.574 €	10.574 €	10.574 €	10.574 €
	Product Two	1.002.574 €	1.002.574 €	1.002.574 €	1.002.574 €	1.002.574 €
	Product One	102.574 €	102.574 €	102.574 €	102.574 €	102.574 €
	Product Two	1.002.574 €	1.002.574 €	1.002.574 €	1.002.574 €	1.002.574 €

Marketing

01

People who work in marketing try to get the attention of target.

Maps

02

People who work in marketing try to get the attention of target.

Web Design

03

People who work in marketing try to get the attention of target.



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Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Chapter One
People on Spot

01

AIDA FORMEL



Attention

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01 HOME

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02 SUPPORT

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03 CHAT 24/7

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Interest

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01



SUPPORT

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Desire

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01



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Action

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Chapter One
People on Spot

02

3C Model



Customer

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Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.





Competitors

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People who work in marketing try to get the attention of target.



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People who work in marketing try to get the attention of target.



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Corporation

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Chapter One
People on Spot

03

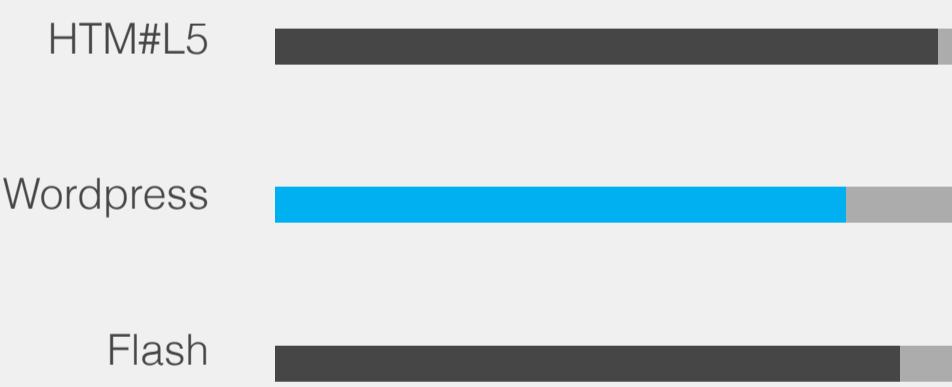
3C Model II



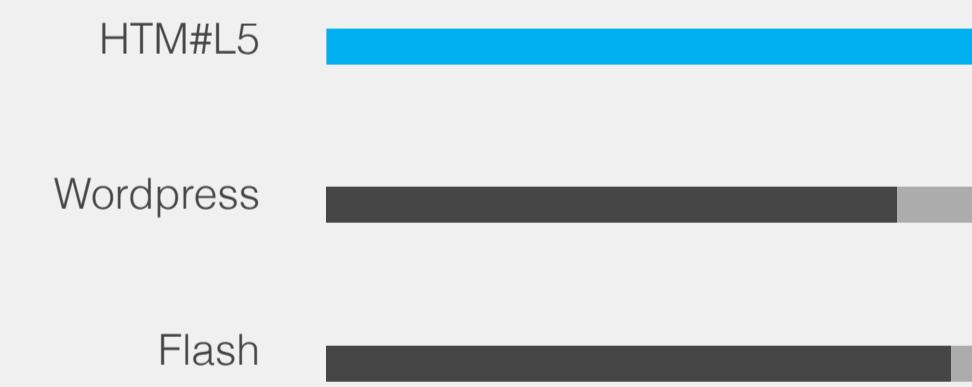
Capability

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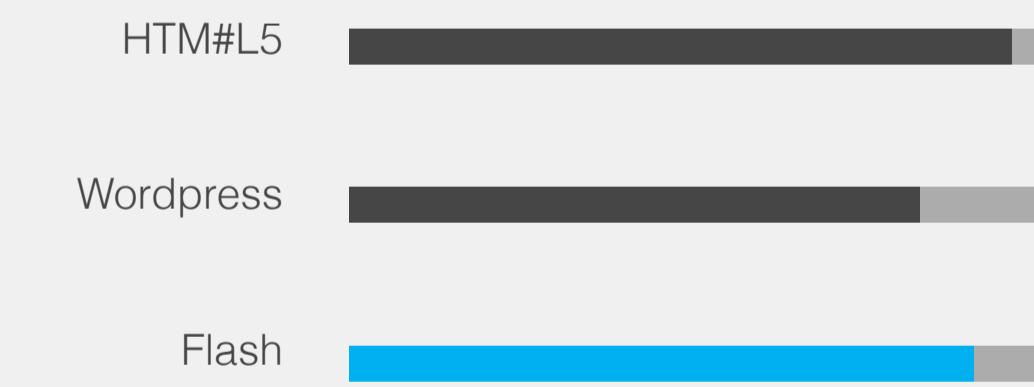
Topic One
Design



Topic Two
Design



Topic Three
Design

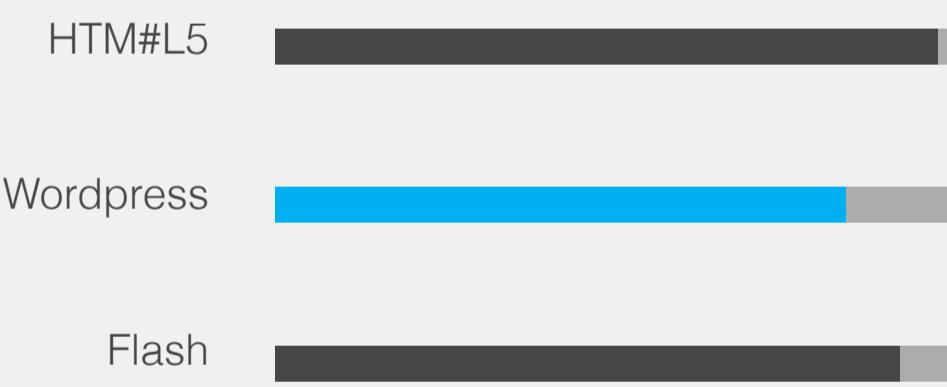




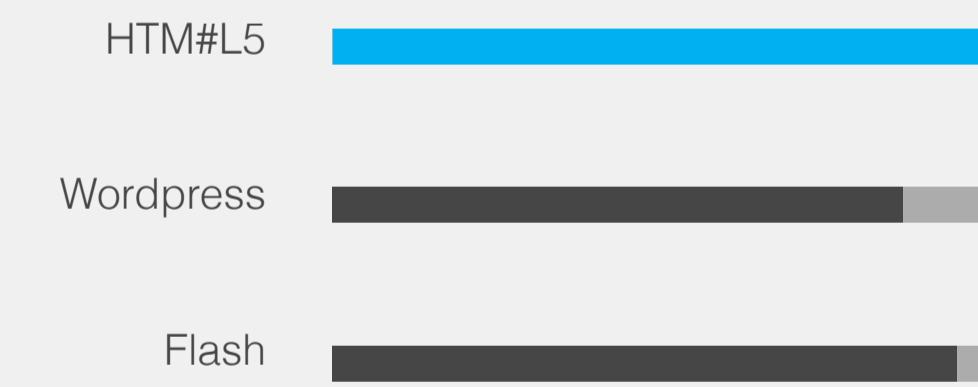
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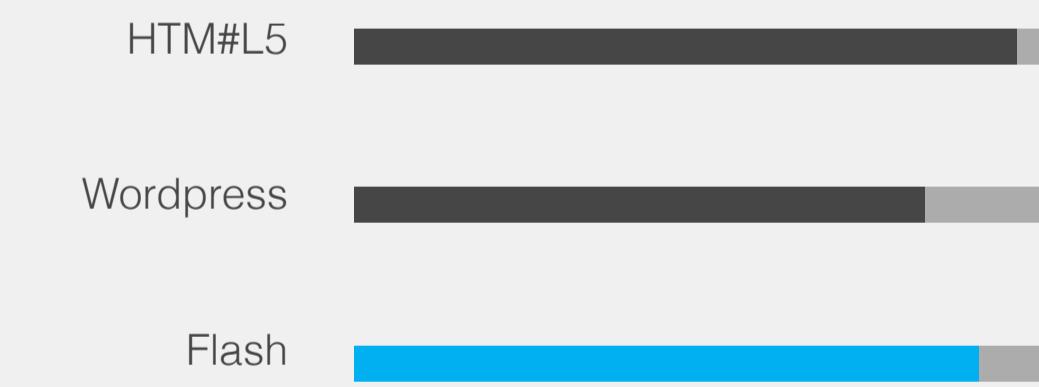
Topic One
Design



Topic Two
Design



Topic Three
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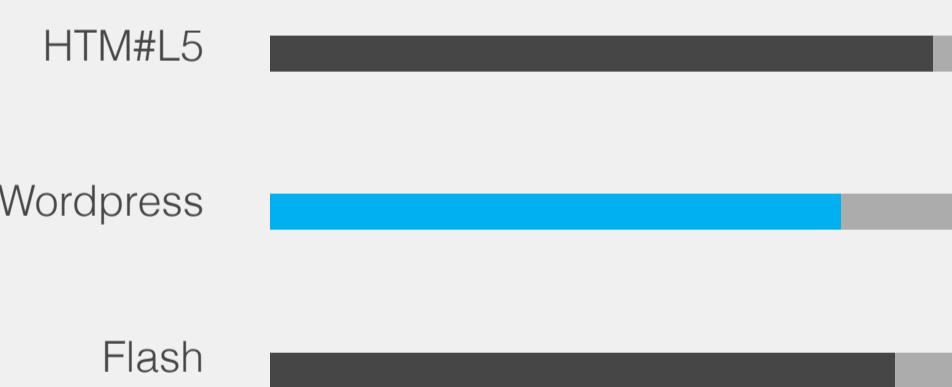




Cultivation

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Topic One
Design



Topic Two
Design



Topic Three
Design



70/20/10 Model



70/20/10 Model

Public Relations Worldwide

070

"Lessons learned by successful and effective managers are roughly:

- 70% from challenging assignments
- 20% from developmental relationships
- 10% from coursework and training

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70/20/10 Model

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020

"Lessons learned by successful and effective managers are roughly:

- 70% from challenging assignments
- 20% from developmental relationships
- 10% from coursework and training

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70/20/10 Model

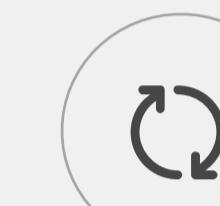
Public Relations Worldwide

010

"Lessons learned by successful and effective managers are roughly:

- 70% from challenging assignments
- 20% from developmental relationships
- 10% from coursework and training

2016



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Chapter One
People on Spot

04

Strategic planning



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What is the organization's business or interest?



Target

People who work in marketing try to get the attention of target.



Photos

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Web Design

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What is considered "value" to the customer or constituency?



Target

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Photos

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Web Design

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Which products
and services should
be included or
excluded from the
portfolio of
offerings?



Target

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Photos

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Web Design

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What is the geographic scope of the organization?



Target

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Photos

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Web Design

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What differentiates the organization from its competitors in the eyes of customers and other stakeholders?



Target

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Photos

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Web Design

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Which skills and resources should be developed within the organization?



Target

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Photos

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Web Design

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Chapter One
People on Spot

05

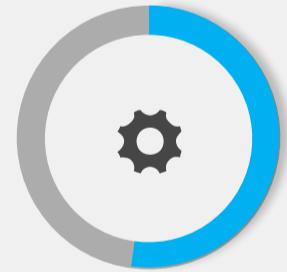
Ansoff Matrix



Market penetration

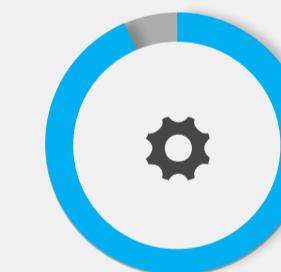
In market penetration strategy, the organization tries to grow using its existing offerings (products and services) in existing markets. In other words, it tries to increase its market share in current market scenario.

SUPPORT



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PICTURES



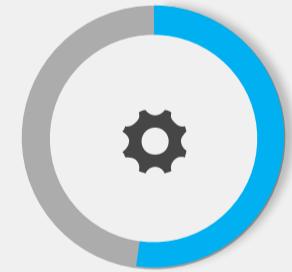
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Market development

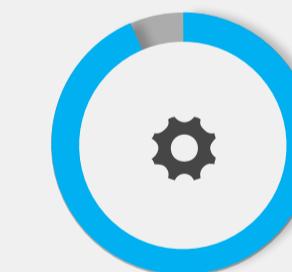
In market development strategy, a firm tries to expand into new markets (geographies, countries etc.) using its existing offerings.

SUPPORT



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PICTURES



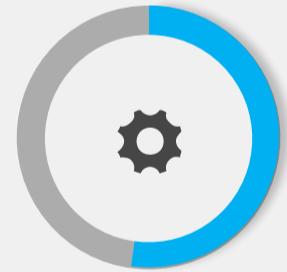
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Product development

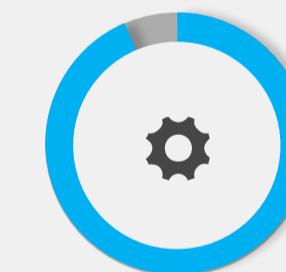
In product development strategy, a company tries to create new products and services targeted at its existing markets to achieve growth.

SUPPORT



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PICTURES



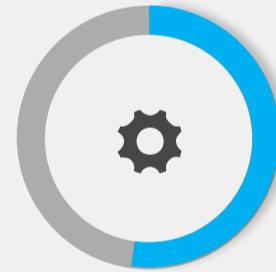
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Diversification

In diversification an organization tries to grow its market share by introducing new offerings in new markets. It is the most risky strategy because both product and market development is required.

SUPPORT



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Chapter One
People on Spot

06

Marketing Mix



Product

What the company is manufacturing?

Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



Maps

People who work in marketing try to get the attention of target.



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People who work in marketing try to get the attention of target.





Price

What is the pricing strategy used by the company?

Maps

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People who work in marketing try to get the attention of target.



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People who work in marketing try to get the attention of target.



Maps

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Place

Where is the company selling?

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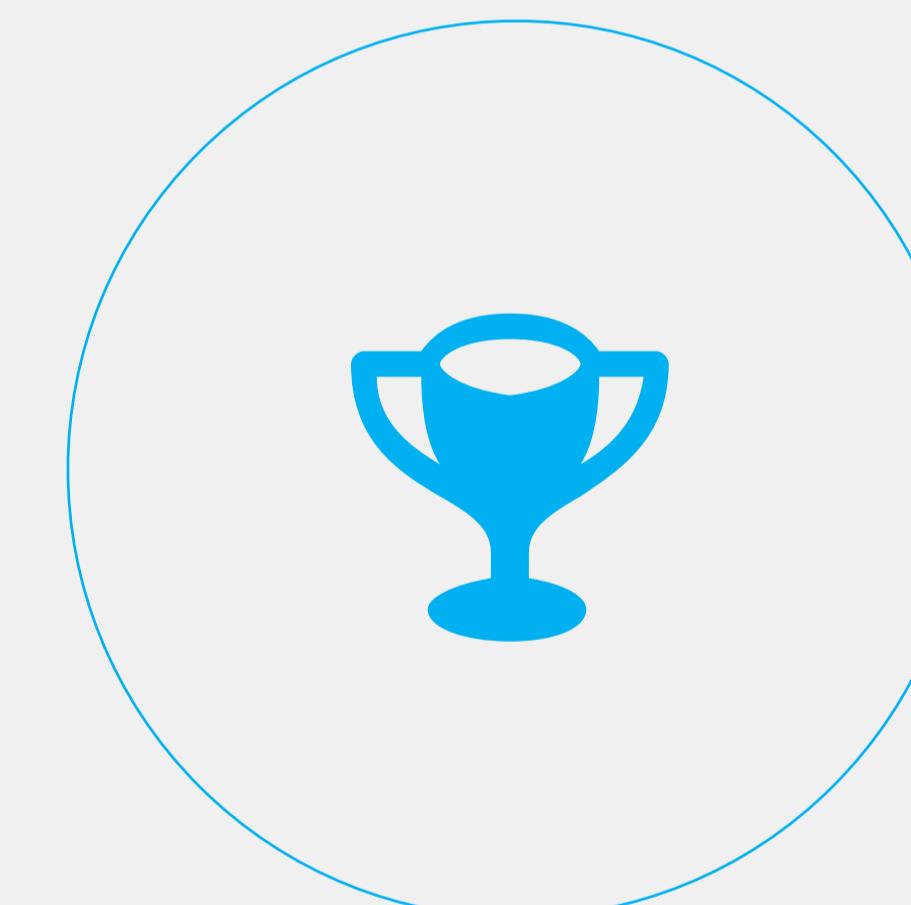
Maps

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Promotions

How is the company promoting the product?

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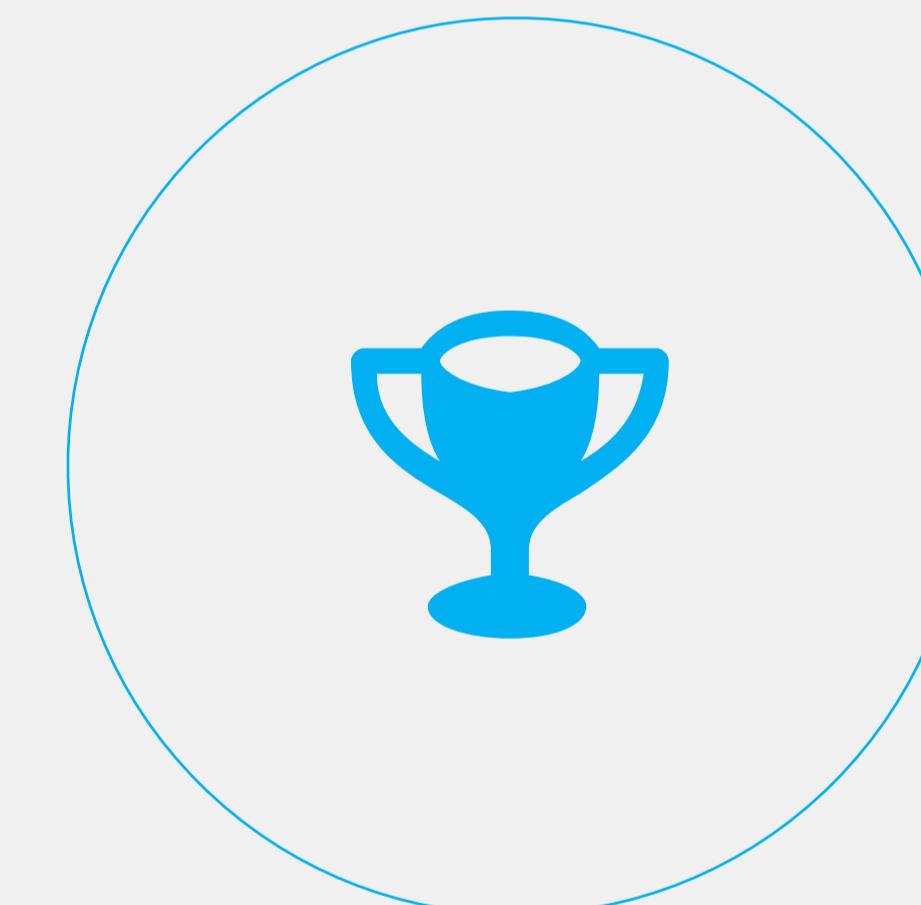
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Product Life Cycle



Introduction Stage

Stage 1 of Product life cycle



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Growth Stage

Stage 2 of Product life cycle



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Maturity Stage

Stage 3 of Product life cycle



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Decline Stage

Stage 4 of Product life cycle



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S.M.A.R.T. Objectives

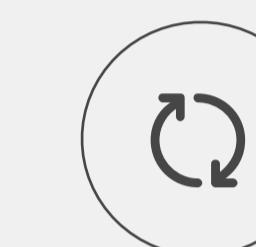


S – Specific



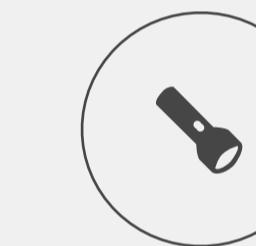
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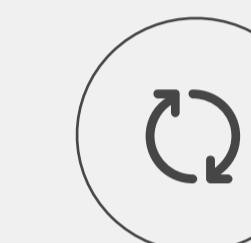


M – Measurable

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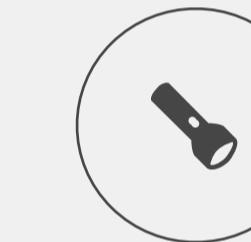


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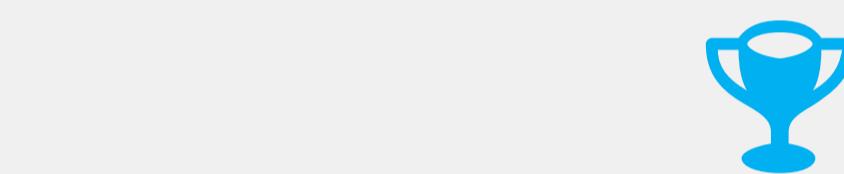


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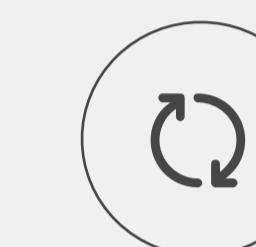
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A – Assignable

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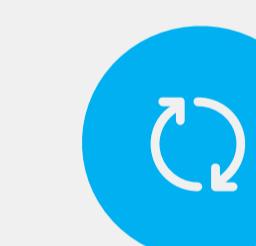
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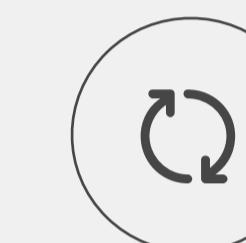


R – Realistic

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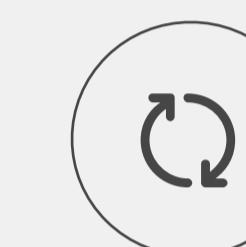


Time related

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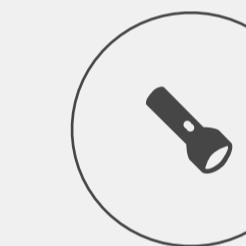


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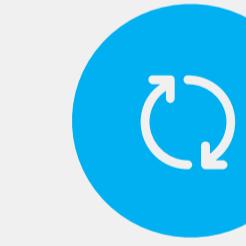
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2018



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BCG Matrix Method



Cash Cow

Cash cows require little investment and generate cash that can be used to invest in other business units.

Maps

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People who work in marketing try to get the attention of target.



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Star

Stars may generate cash, but because the market is growing rapidly they require investment to maintain their lead.

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Question Mark

These business units require resources to grow market share, but whether they will succeed and become stars is unknown.

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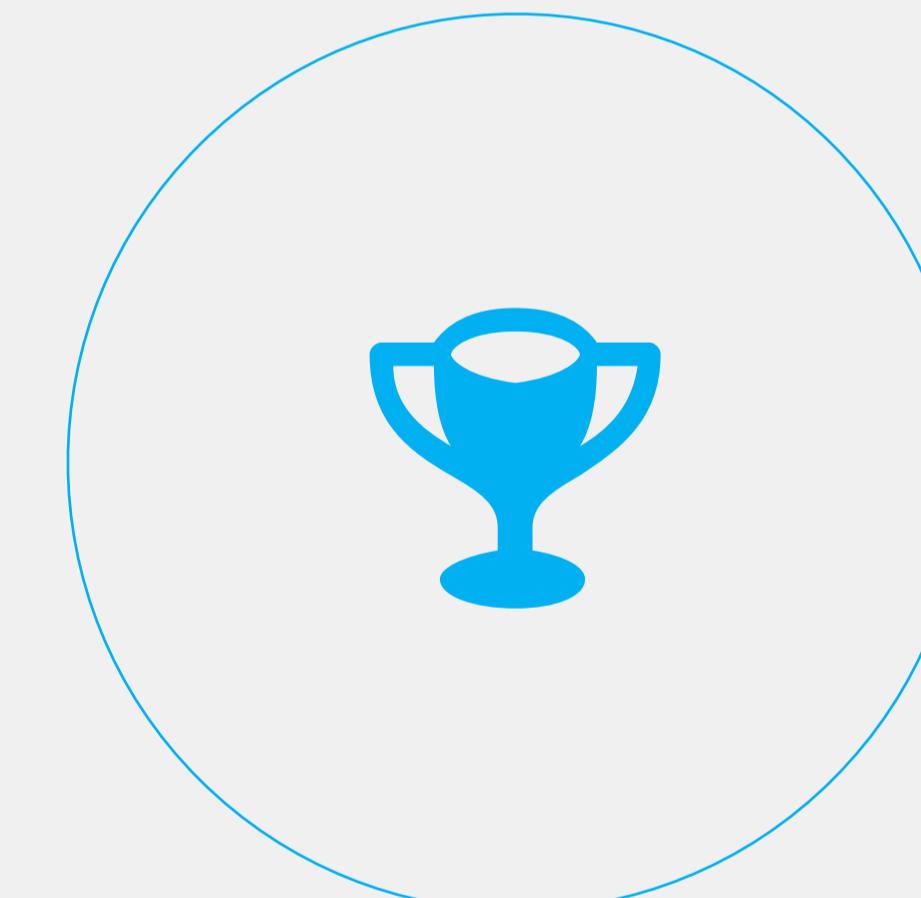
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Dog

A dog may not require substantial cash, but it ties up capital that could better be deployed elsewhere.

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7P Marketing Mix



01 Product

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Quality



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Features



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Service



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02 Promotion

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Marketing

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Promotion

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Branding

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03 Price

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Positioning



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Payment Methods



People who work in marketing try to get the attention of target.

Discounts



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04 Place

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Trade

Channels

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Sales Support

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Segmented Channels

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05 People

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Customer Contact



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Recruitment



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Training and Skills



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06 Process

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Customer Focus



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IT-Support



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Design Features



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07 Physical

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Product Packaging

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Online Experience

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Sales Experience

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S.W.O.T. Analysis



Strengths

Stage 1 of Product life cycle



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03 CHAT 24/7

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Weakness

Stage 1 of Product life cycle



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Opportunities

Stage 1 of Product life cycle



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Threats

Stage 1 of Product life cycle



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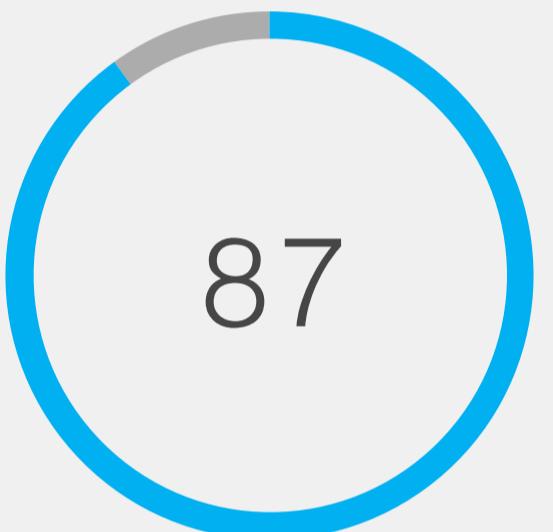
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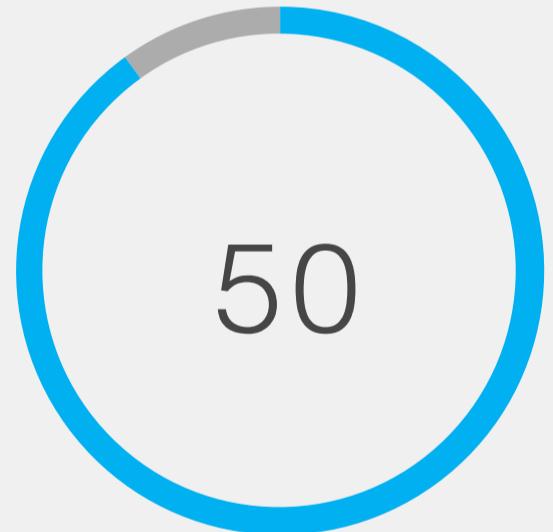
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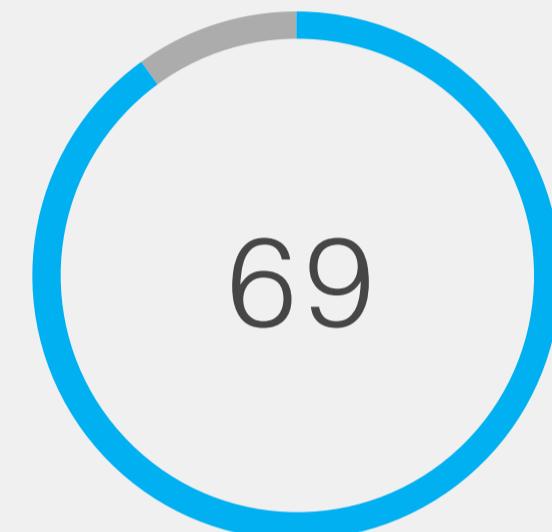
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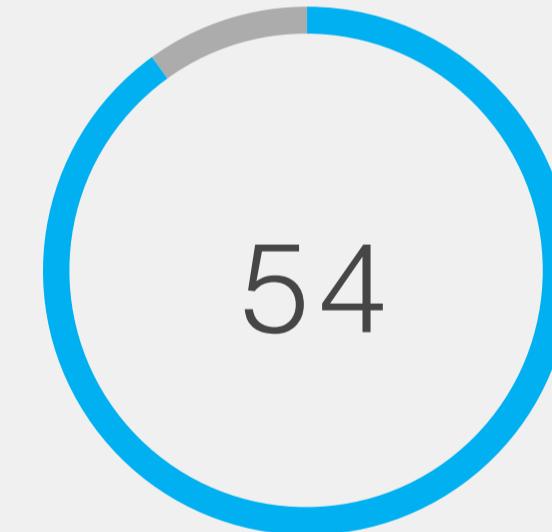
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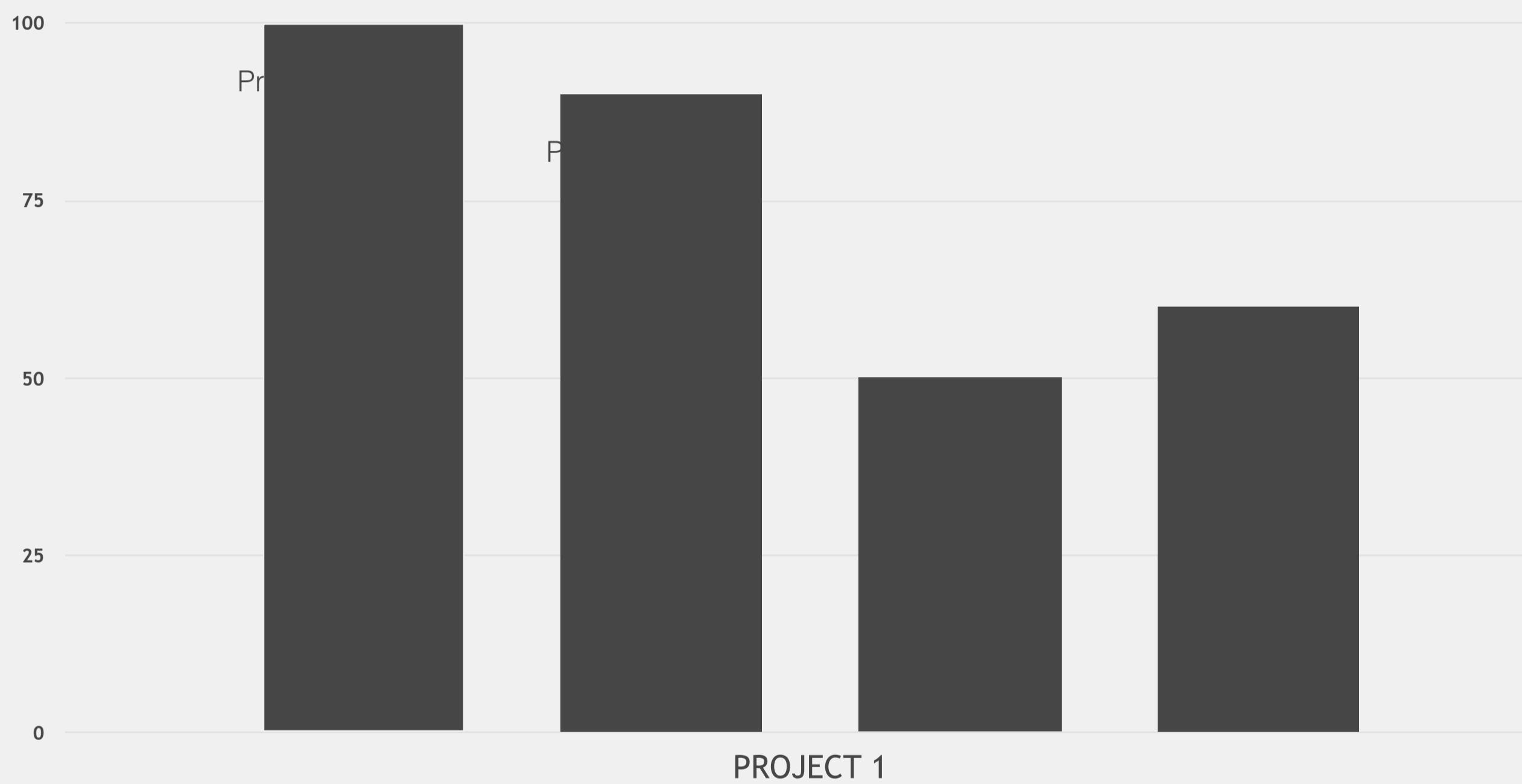
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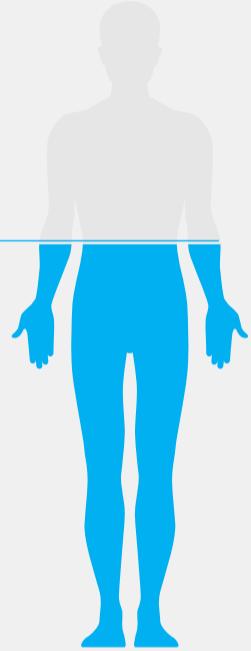
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Boys

3.483 | 57 %



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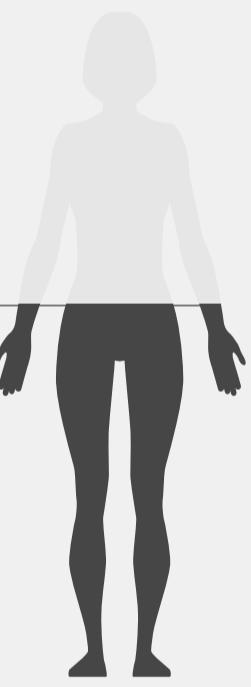


Girls

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Threats

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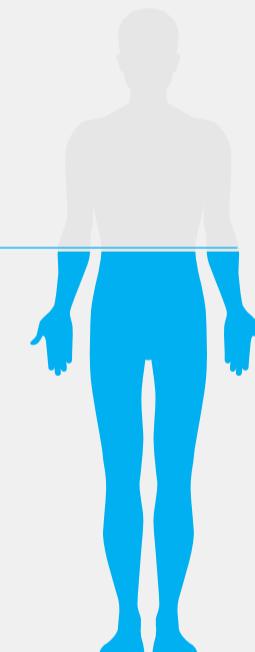
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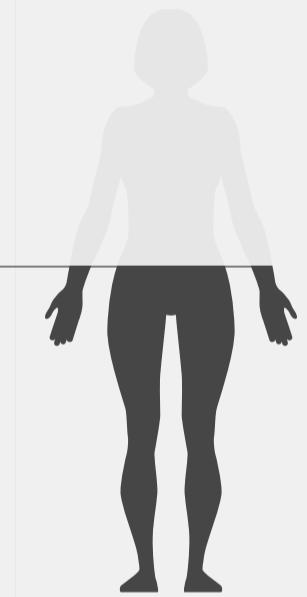
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Girls

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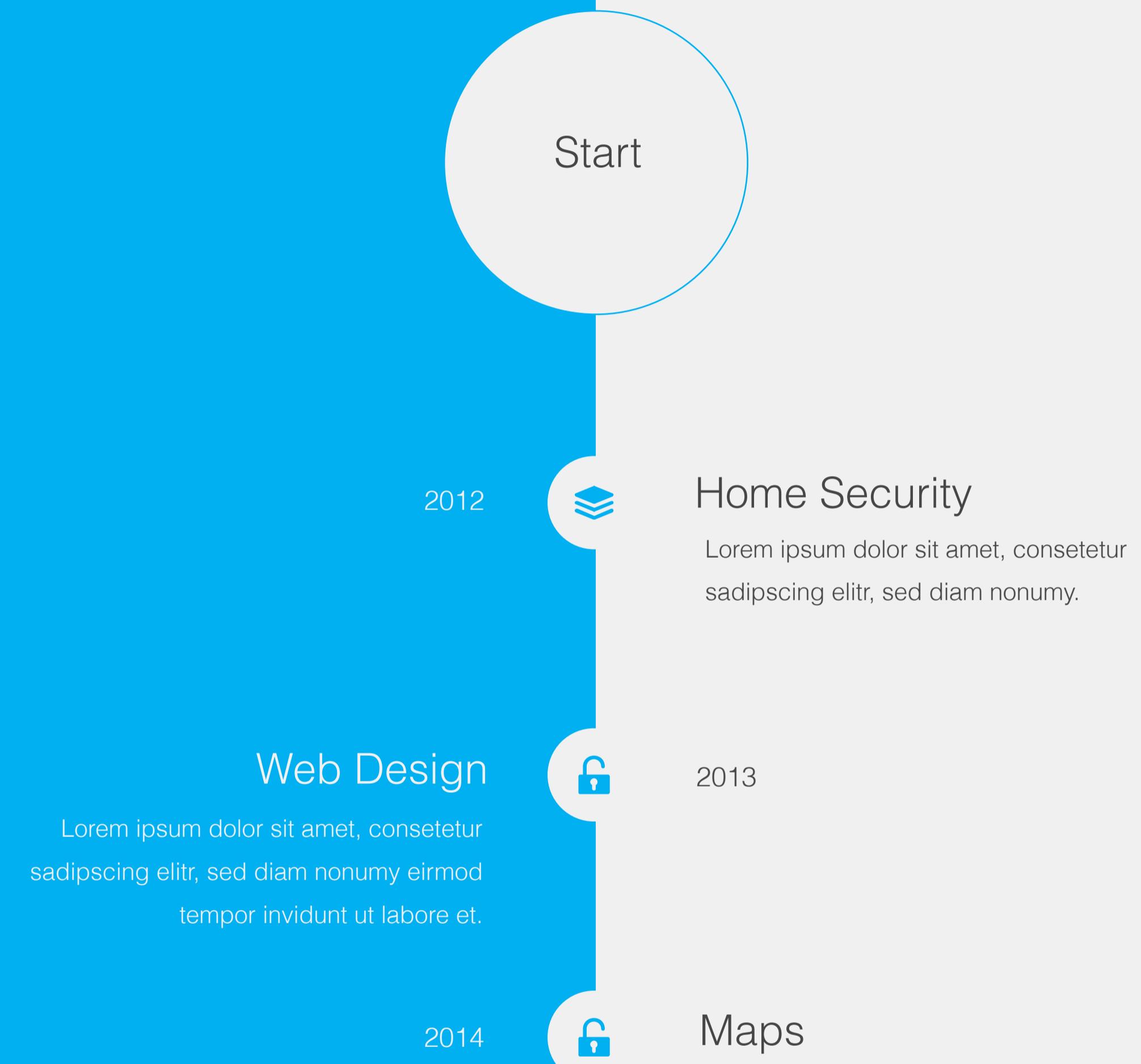


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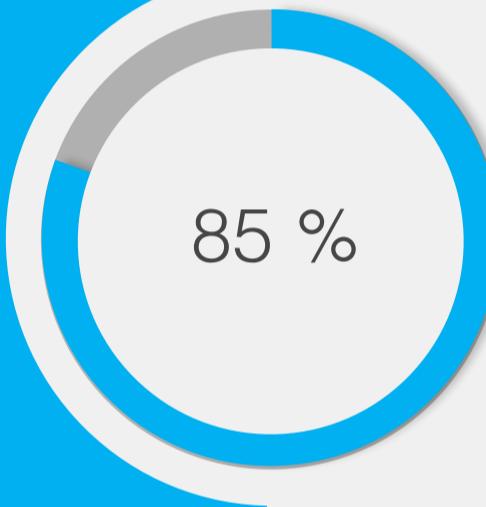
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2013



2014

Maps





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2012



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2014

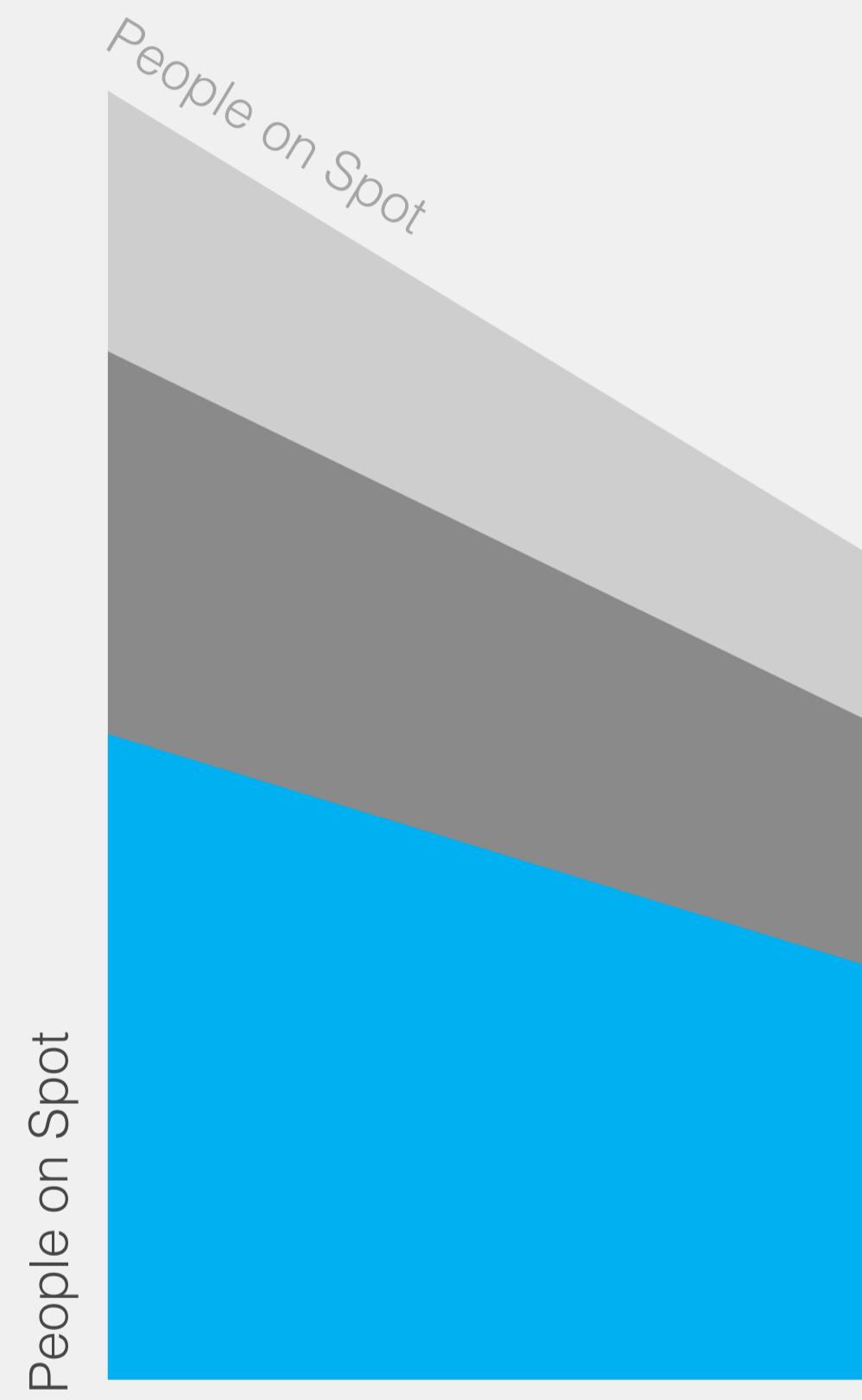


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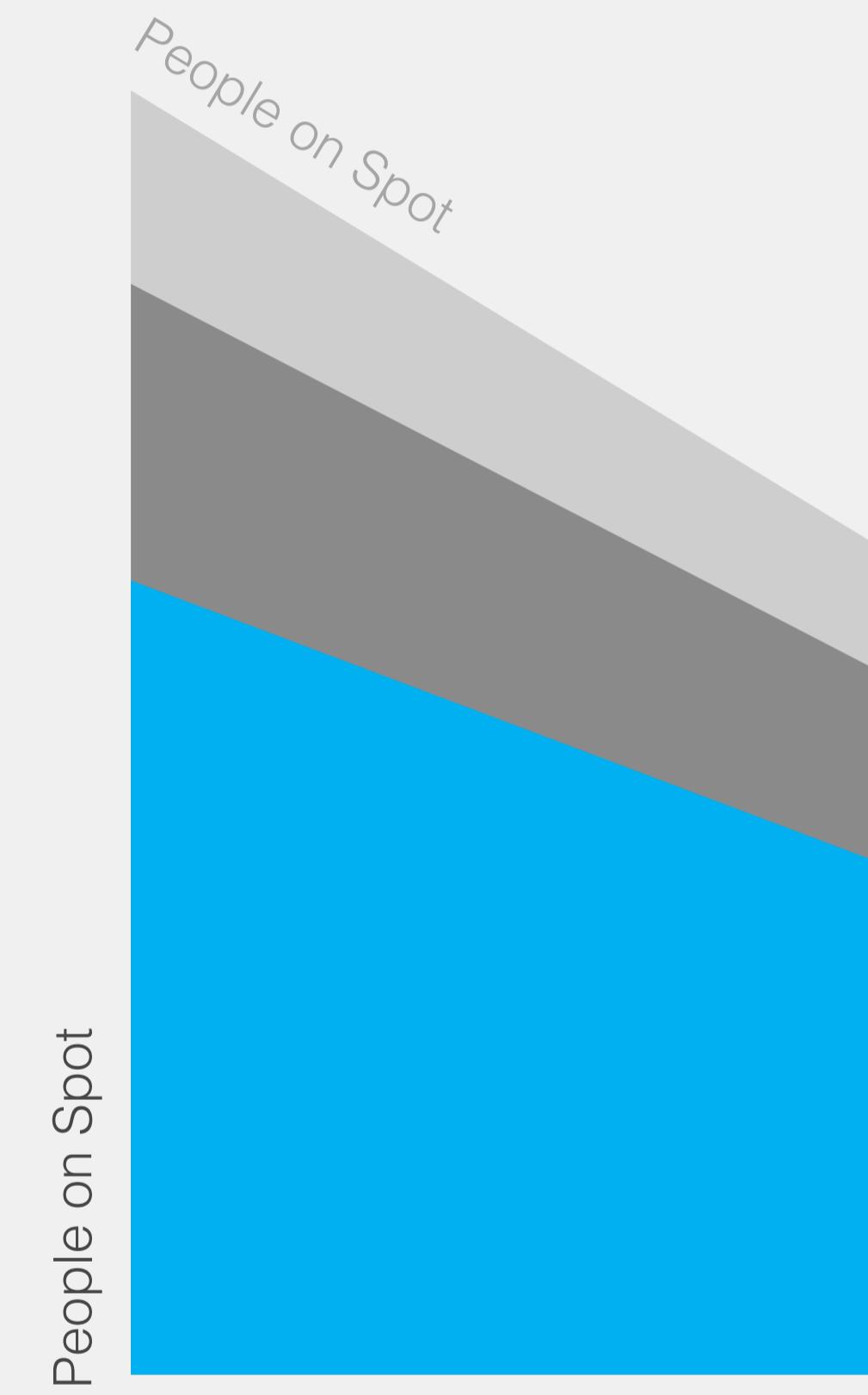
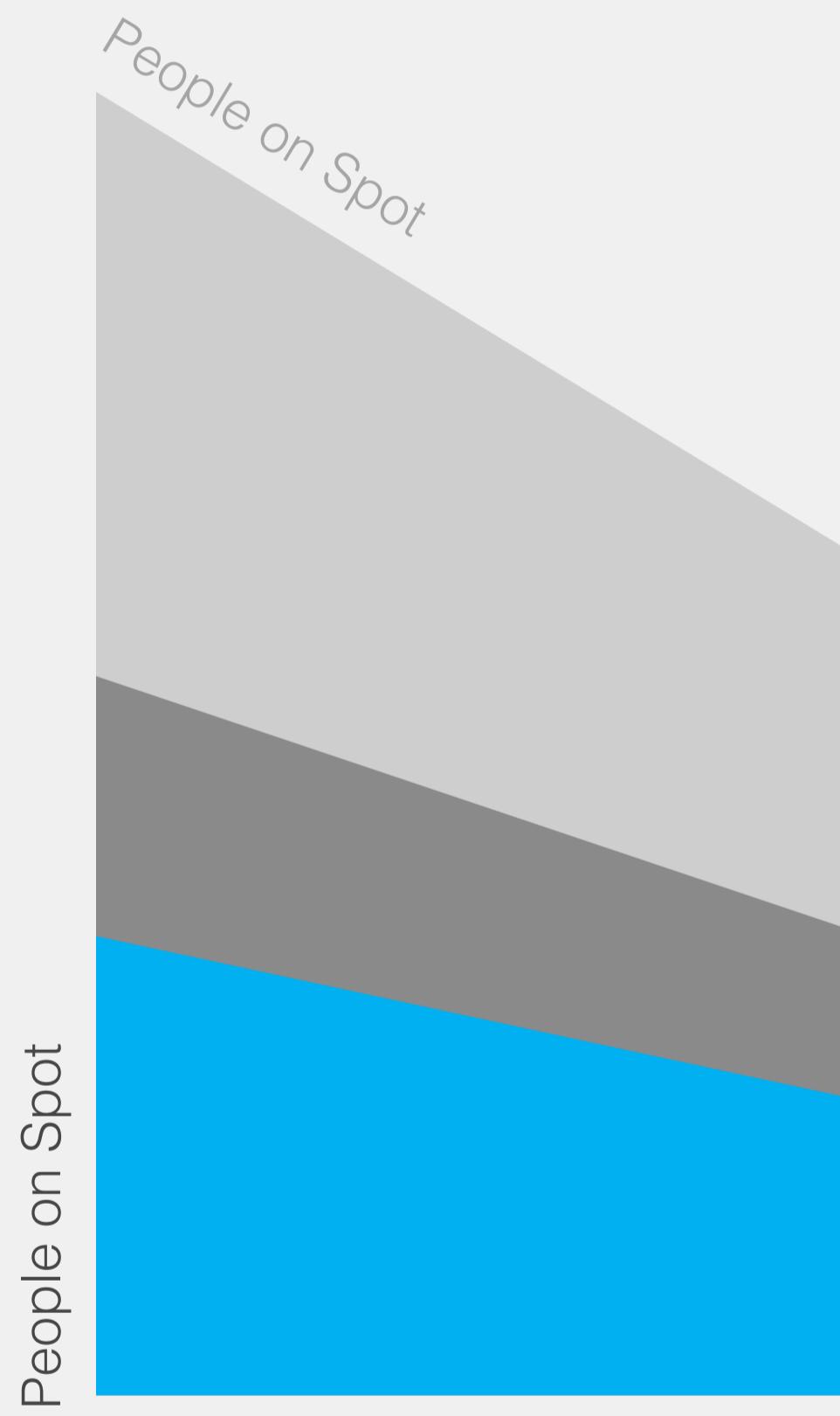
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Topic ONE

Topic TWO

Topic THREE



People on Spot

Chapter One
People on Spot

10

World Maps



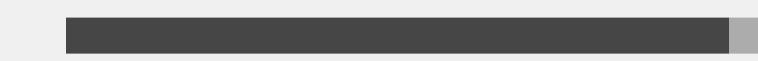
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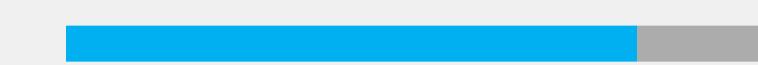
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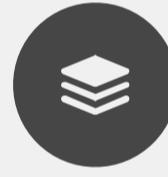
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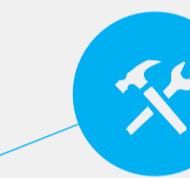
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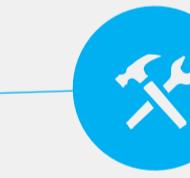
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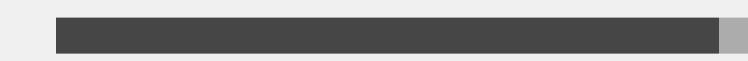
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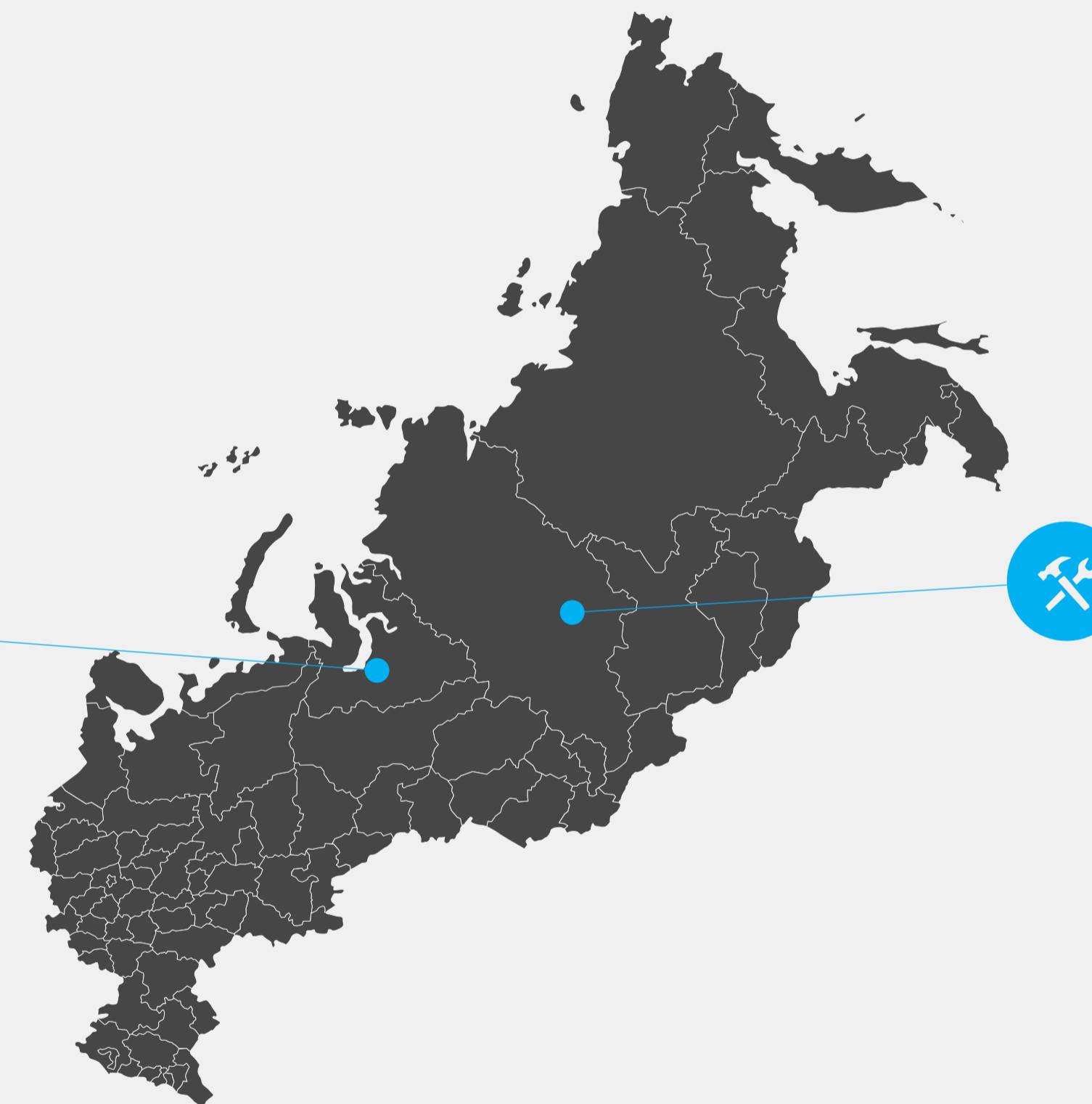
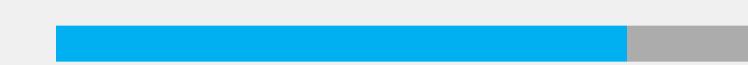
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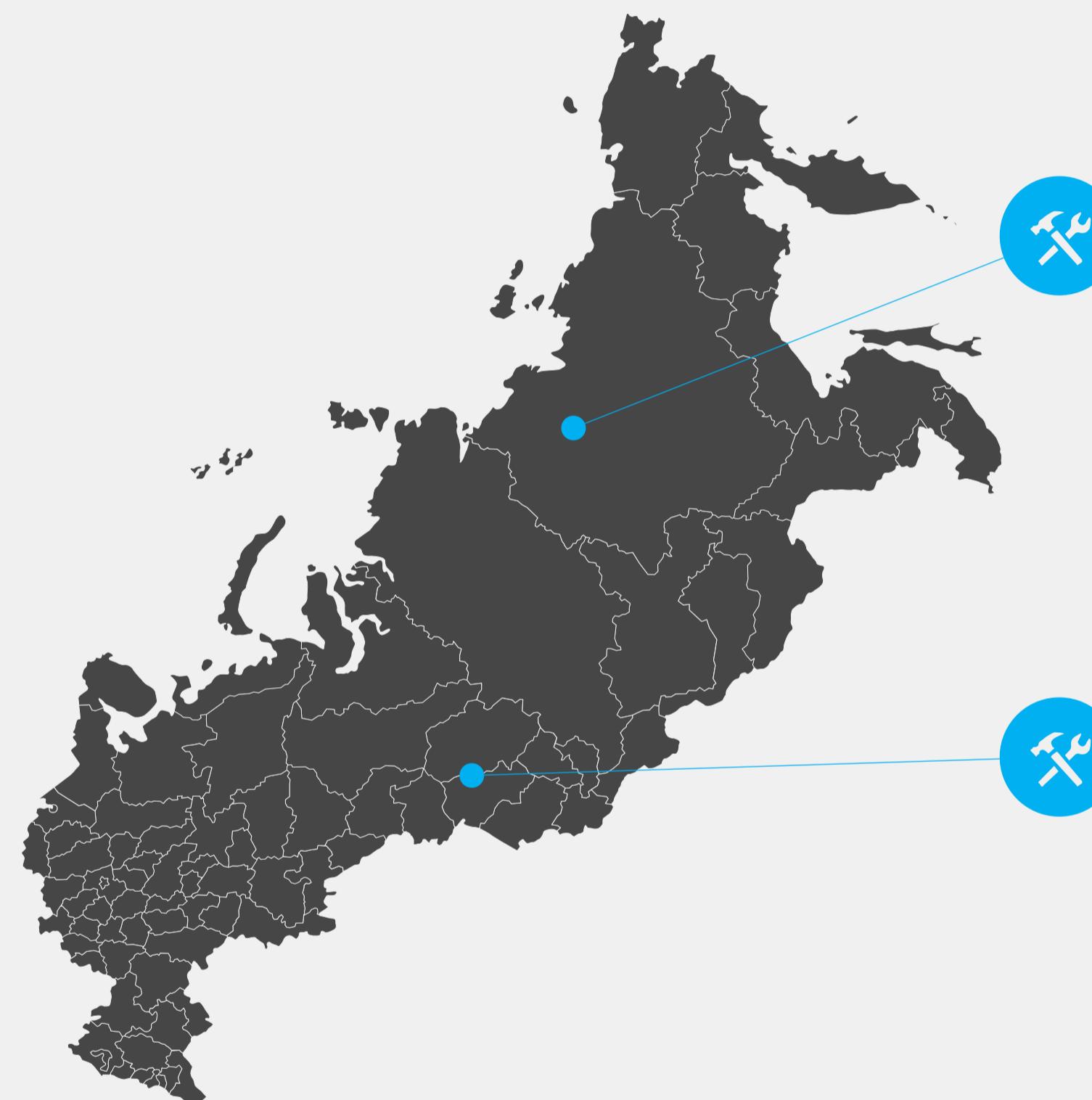
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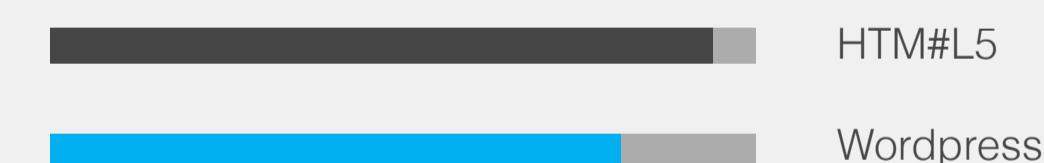
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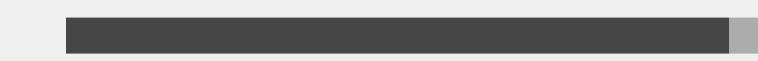
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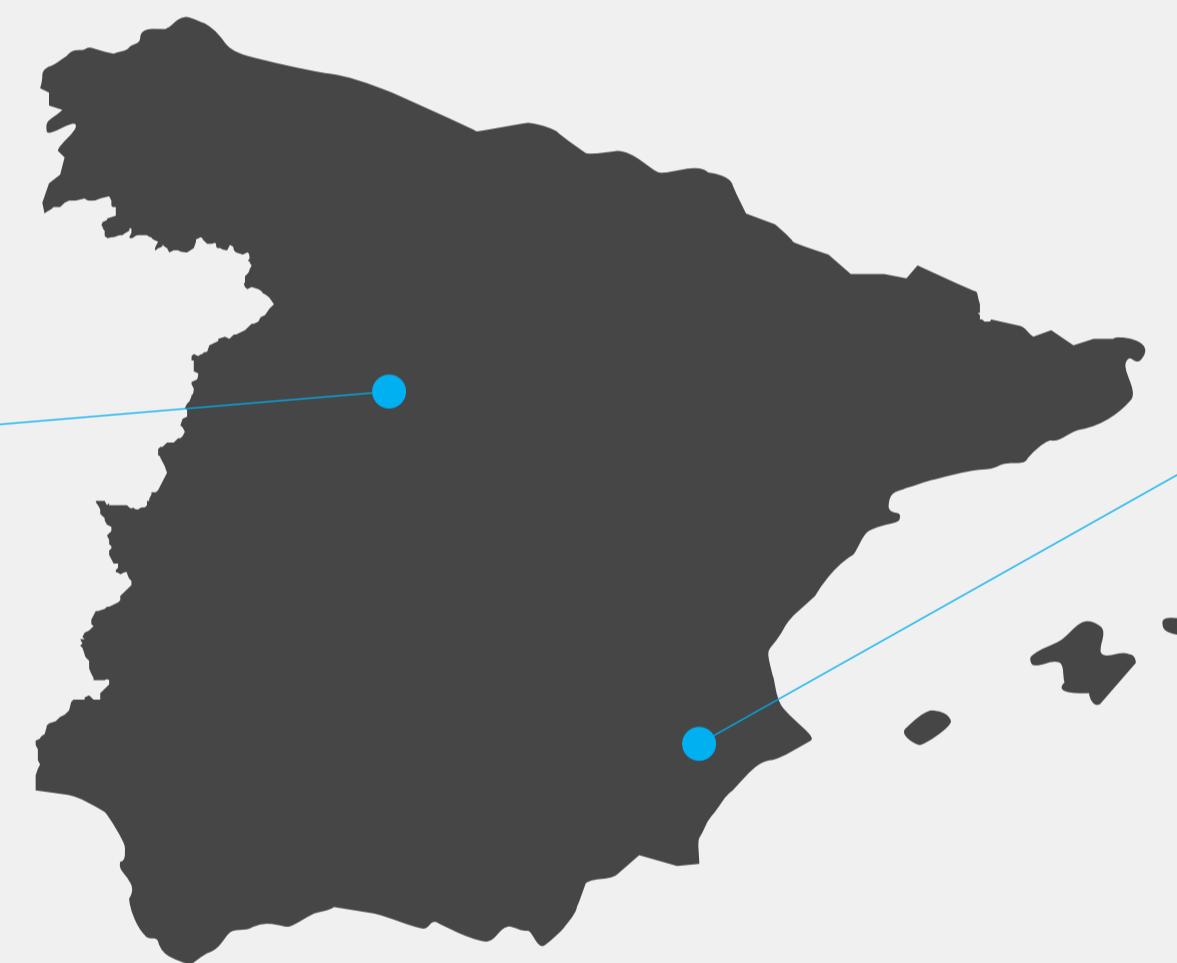
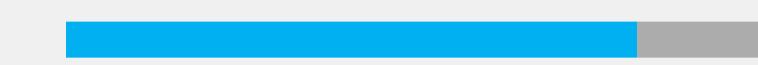
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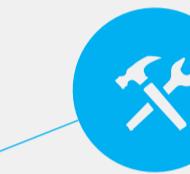
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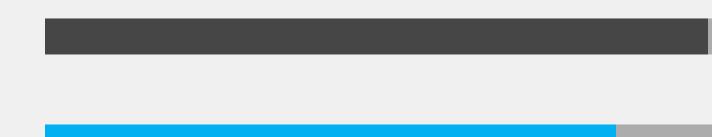
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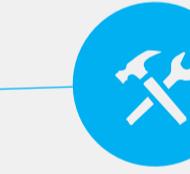
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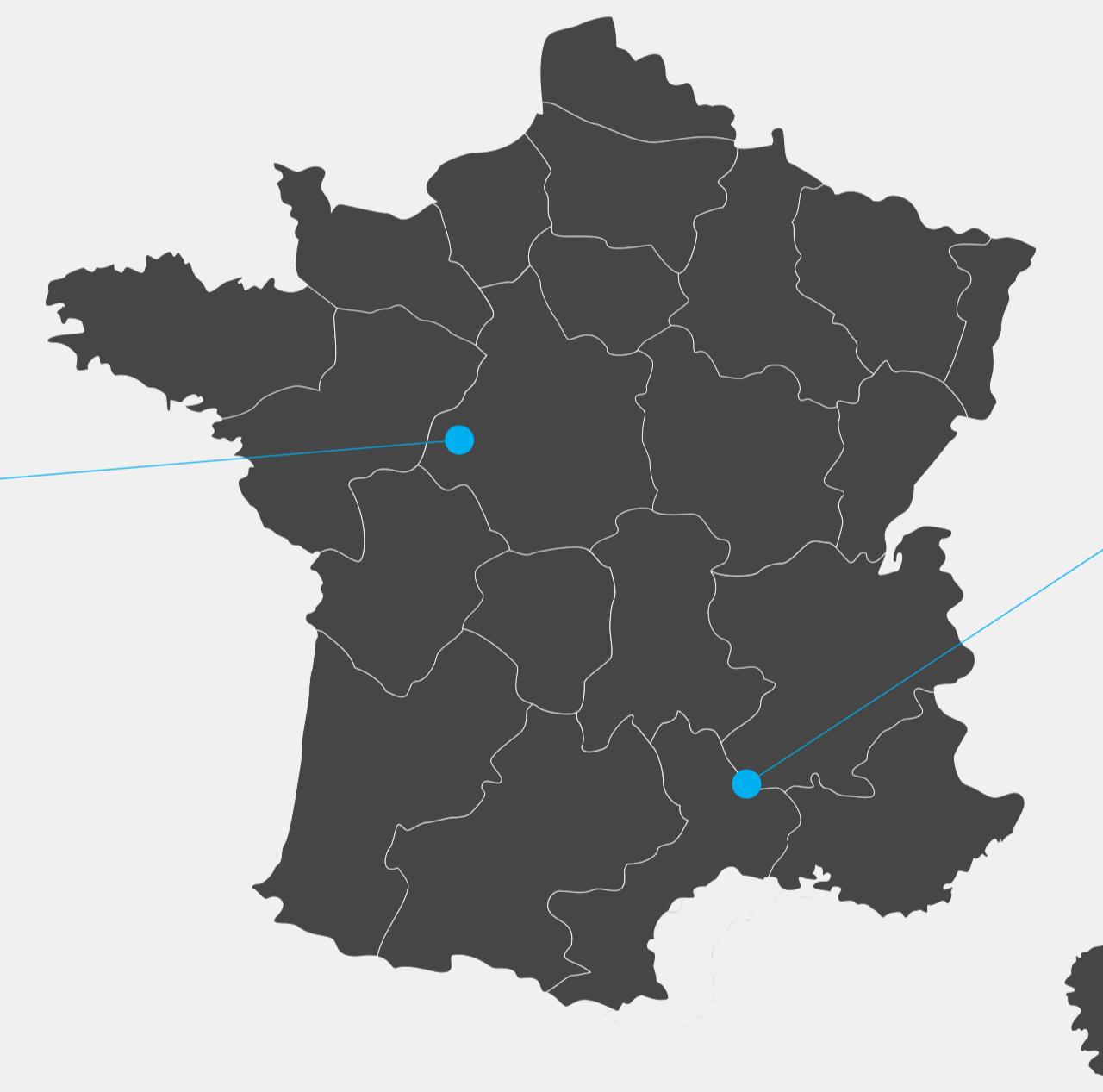
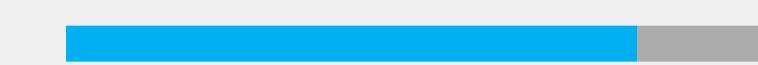
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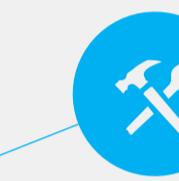
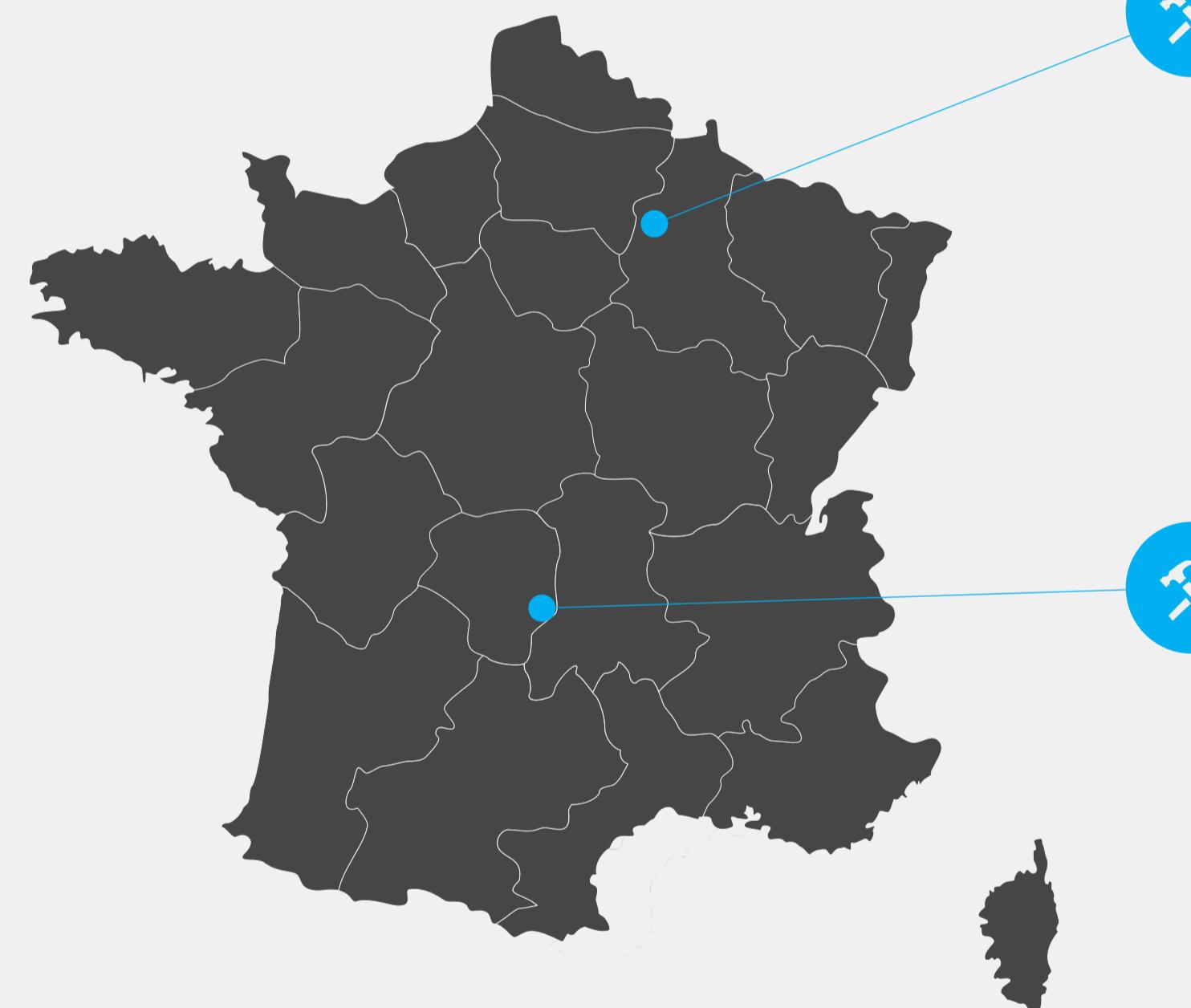
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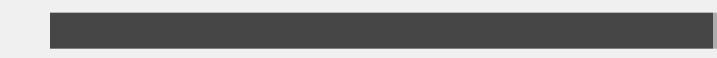


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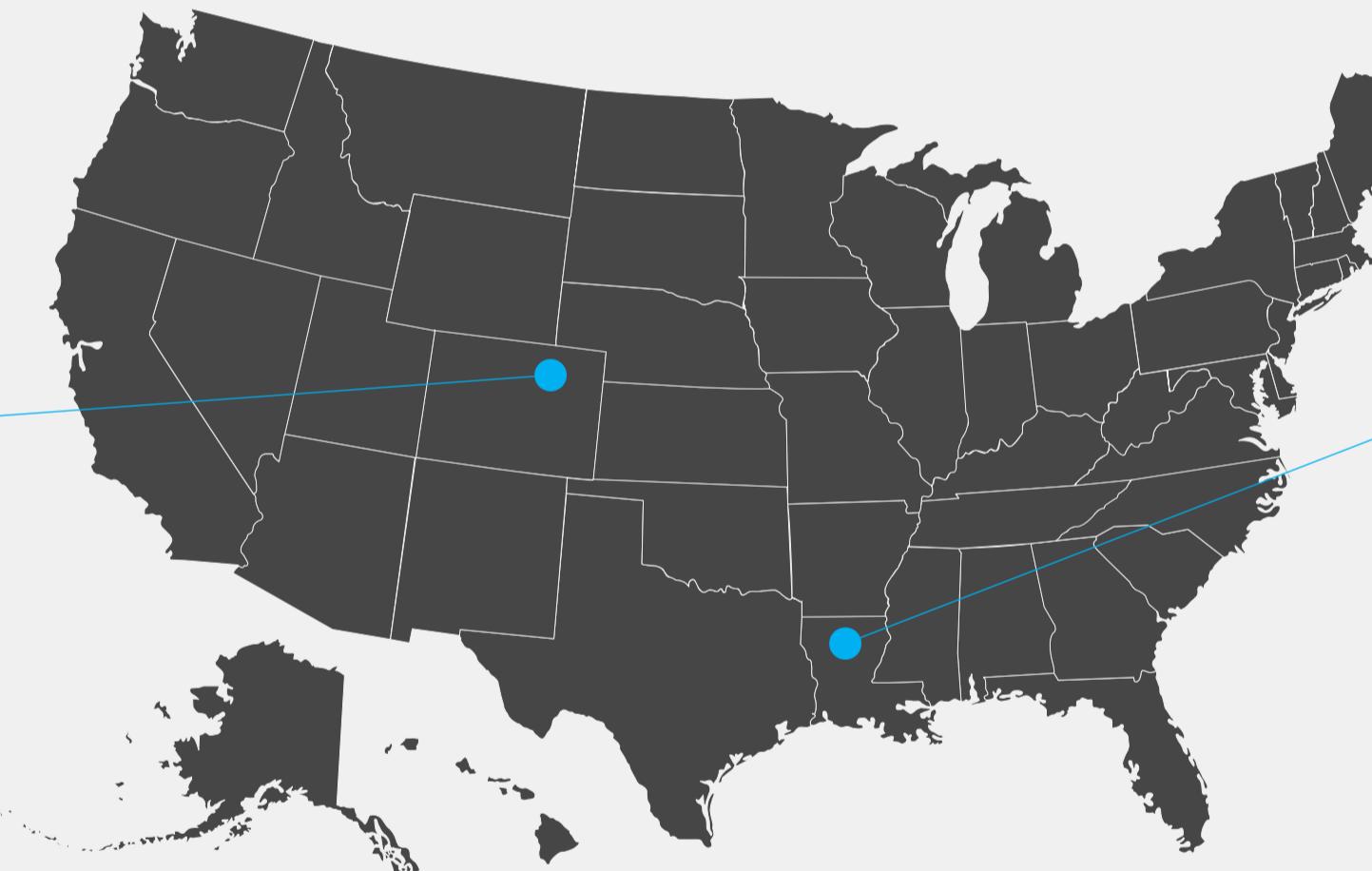


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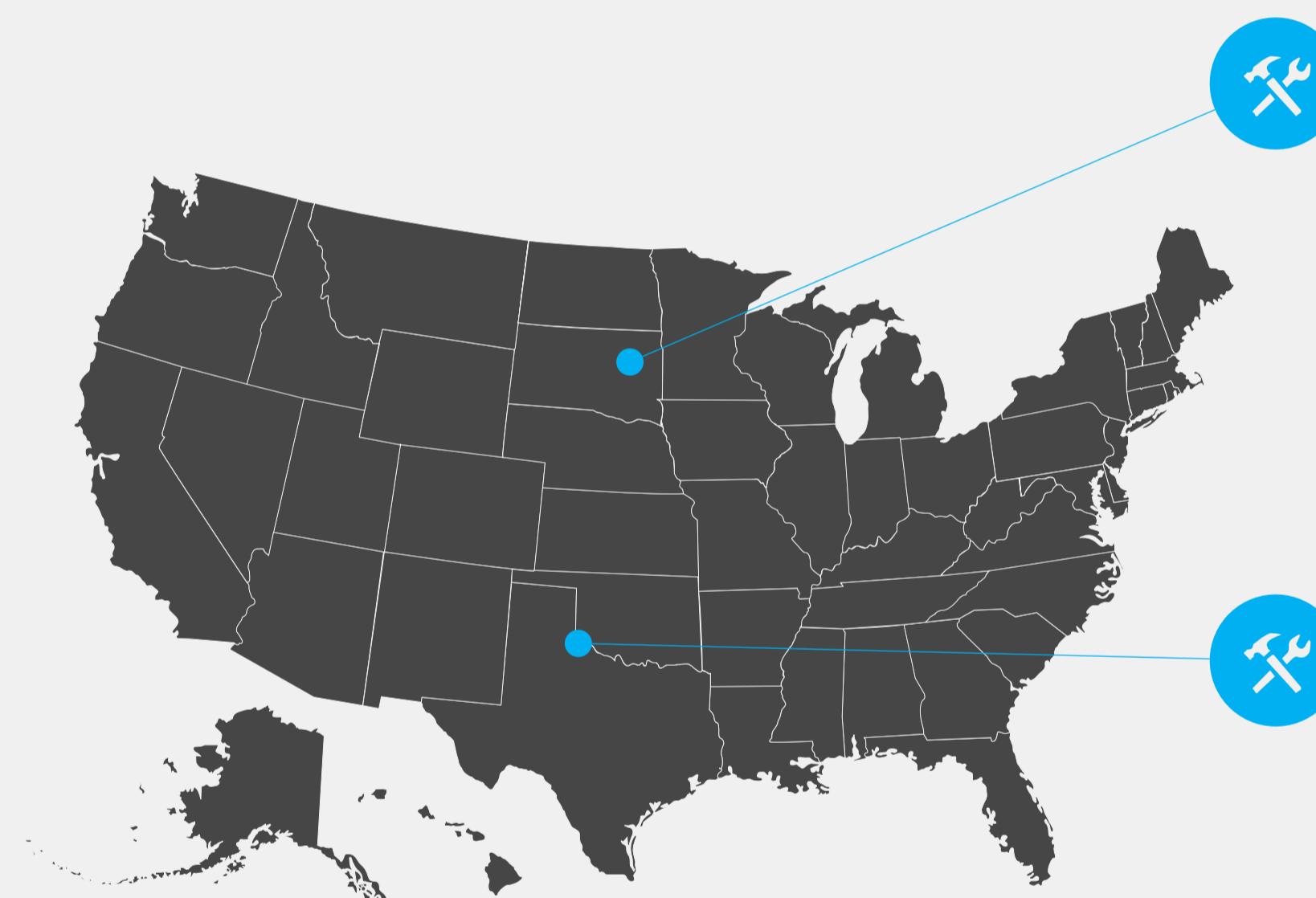
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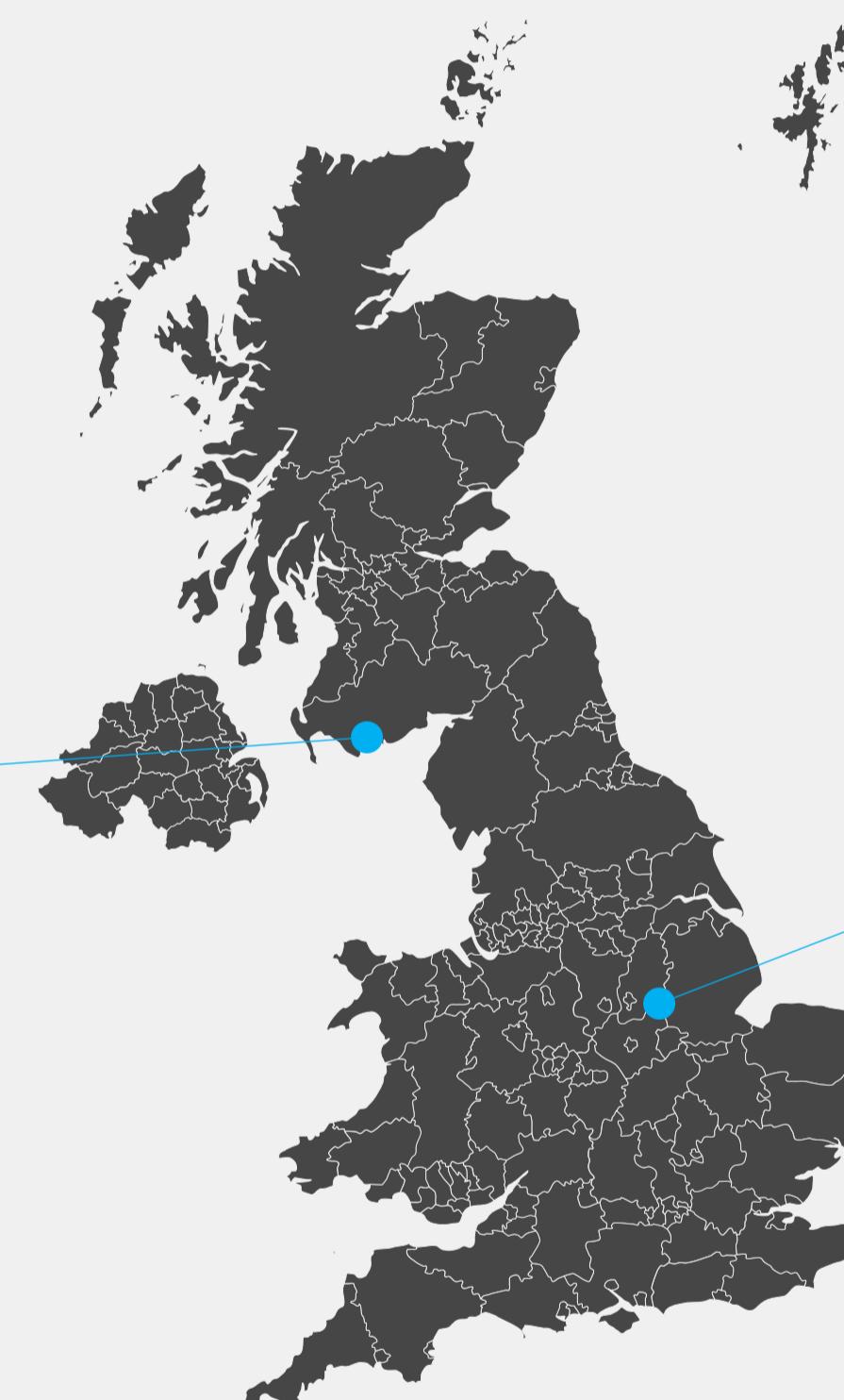


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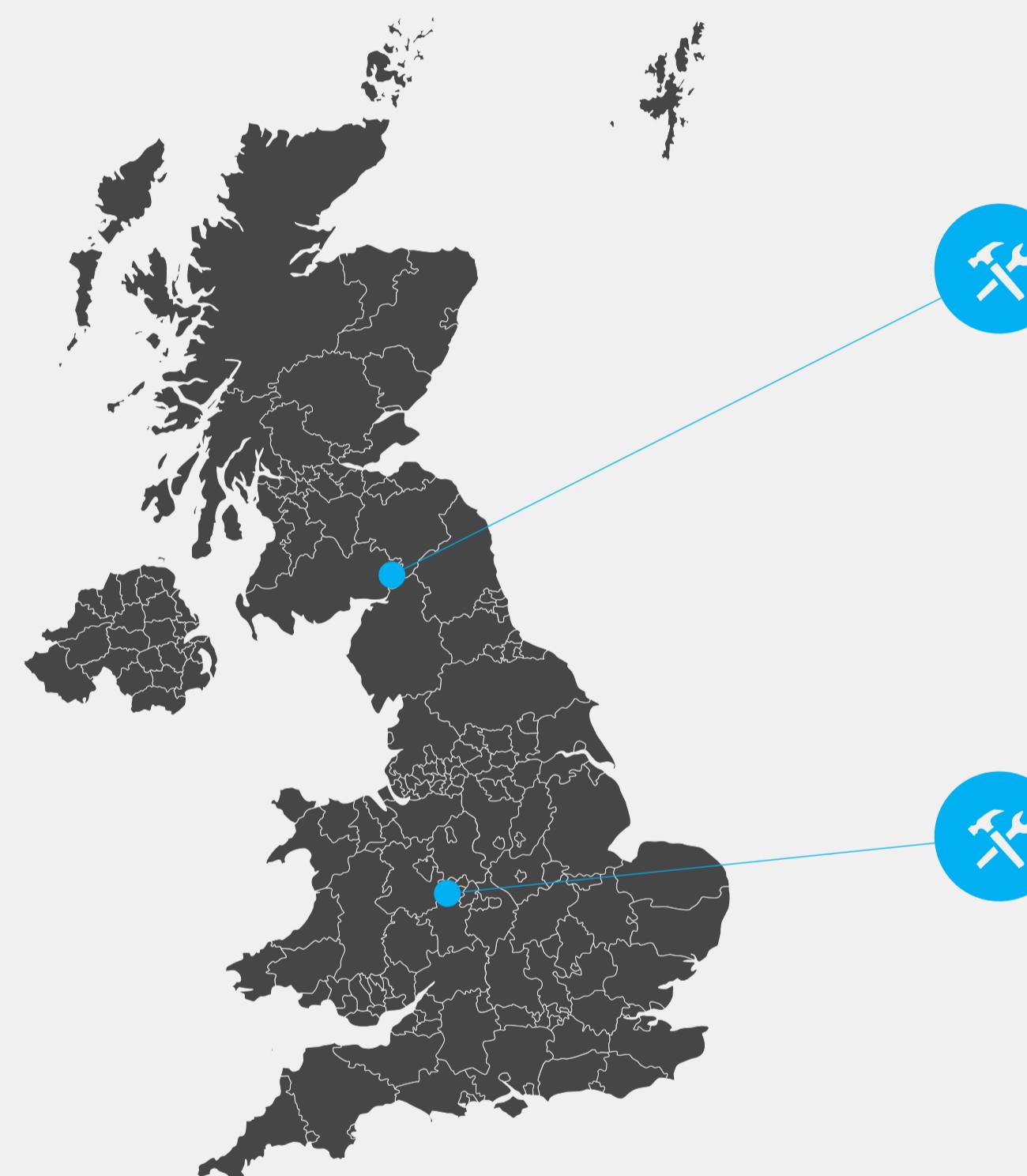
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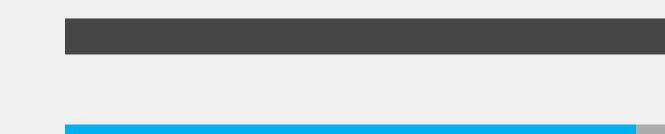
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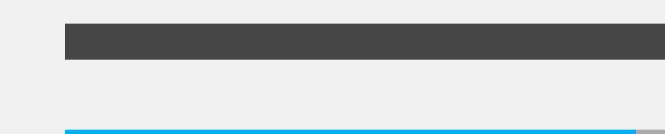


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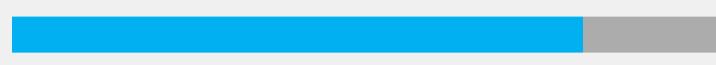
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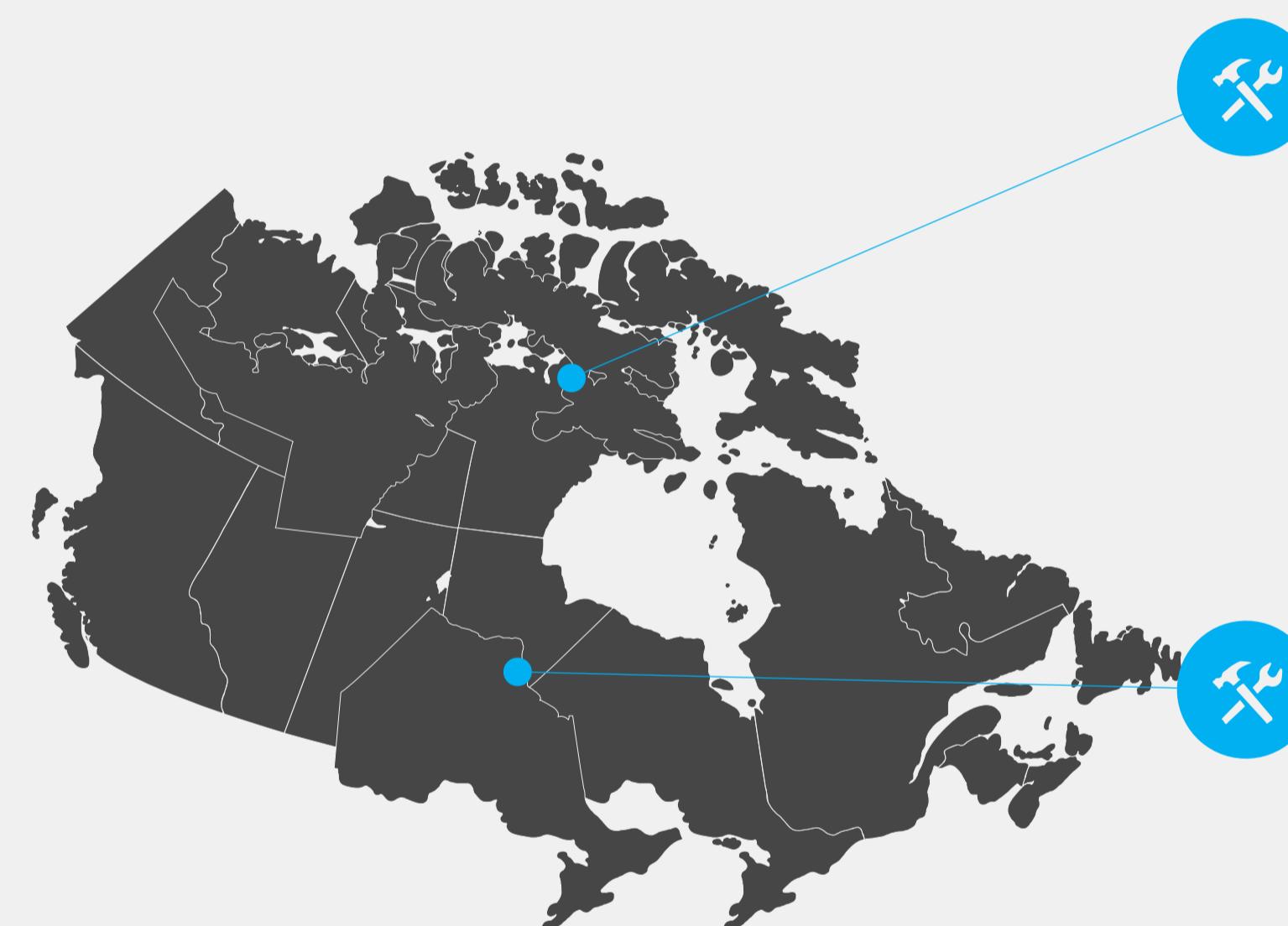
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organize the world's information and make it universally accessible and useful.

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Web Design

People who work in marketing try to get the attention of target.



Web Design

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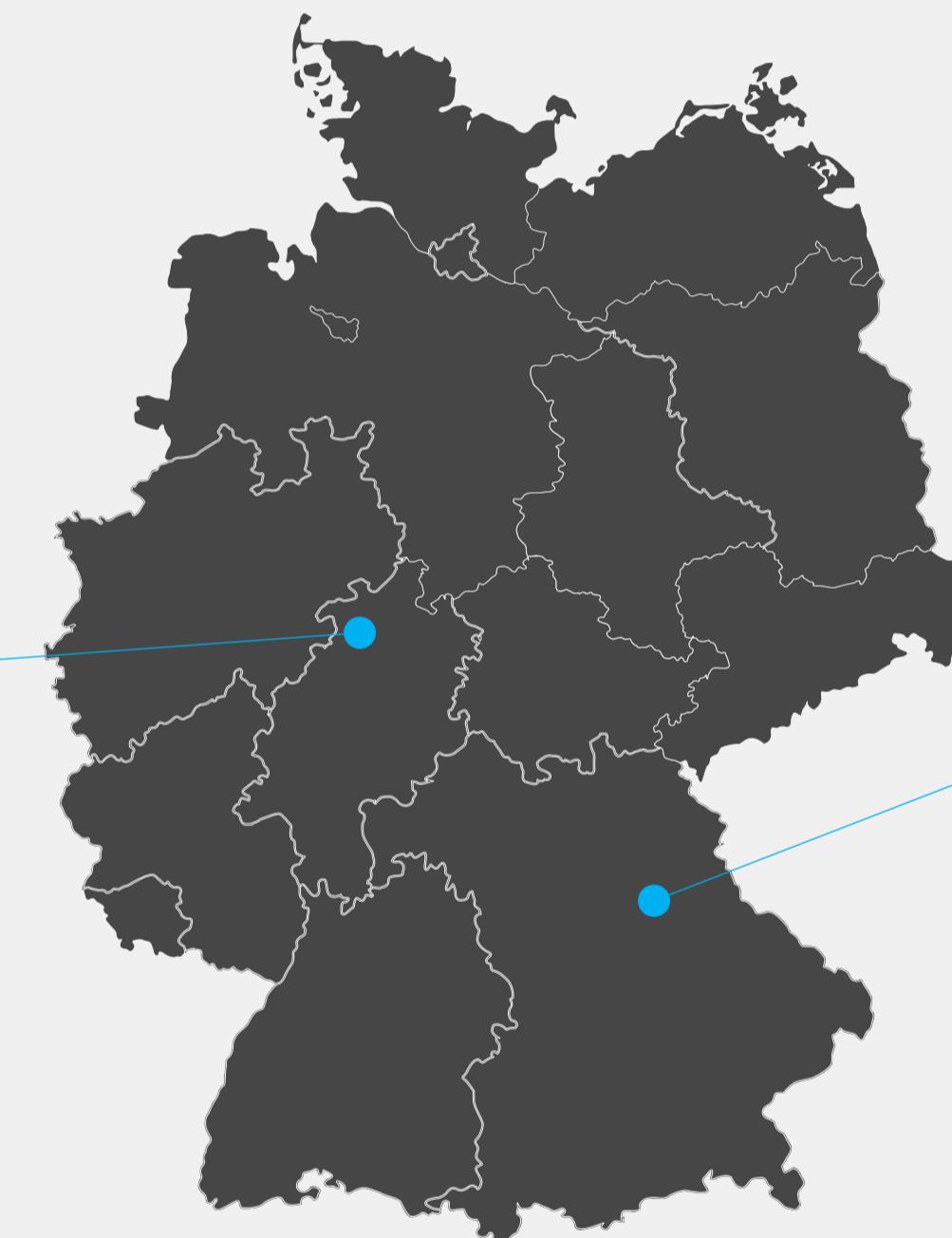


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Home Security

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Target

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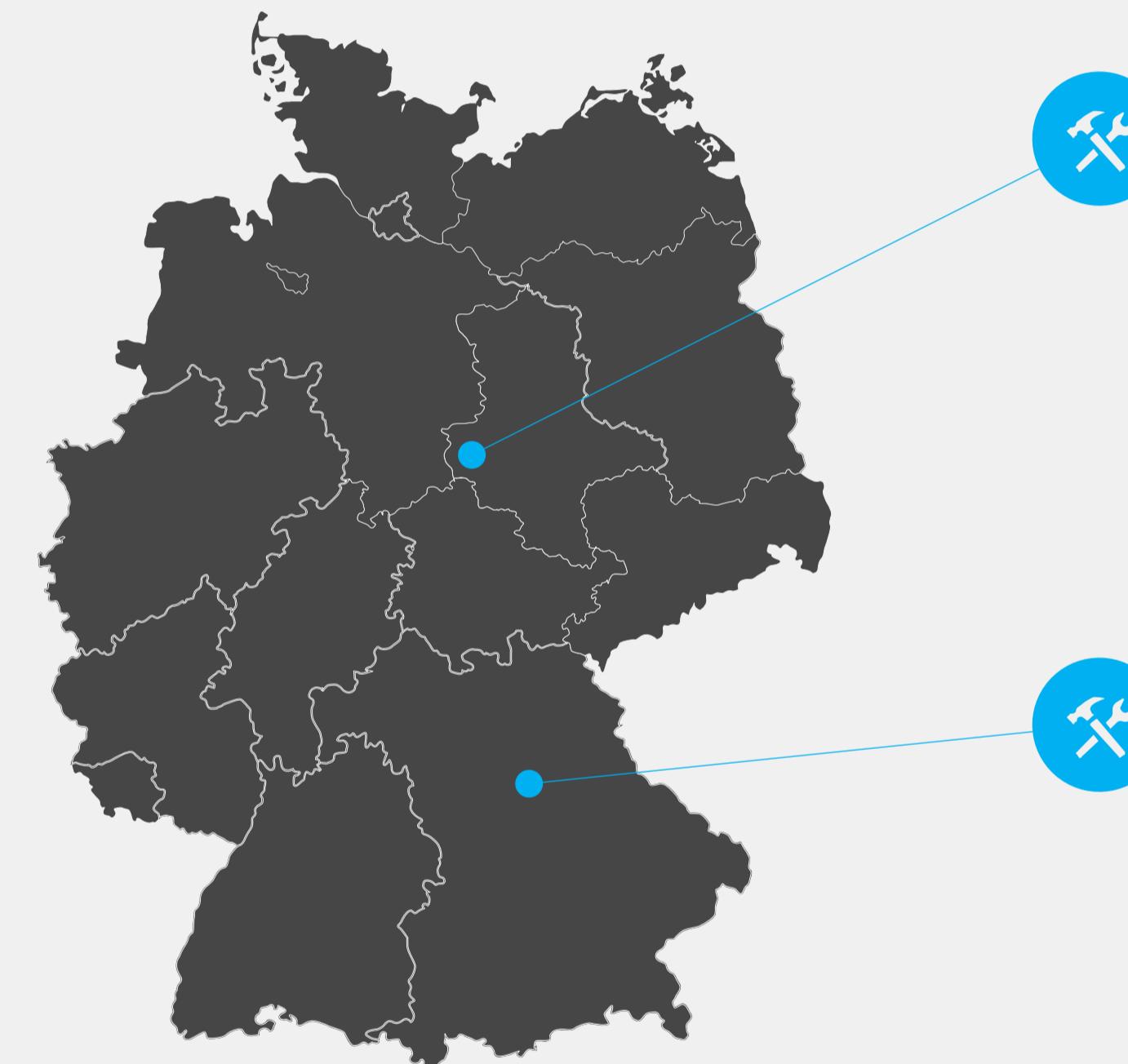
Photos

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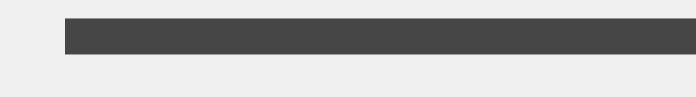
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Web Design

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HTM#L5



Wordpress

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Wordpress



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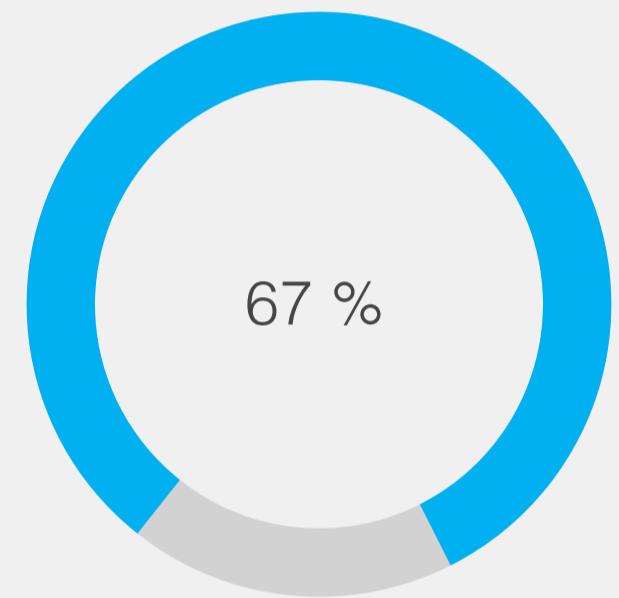
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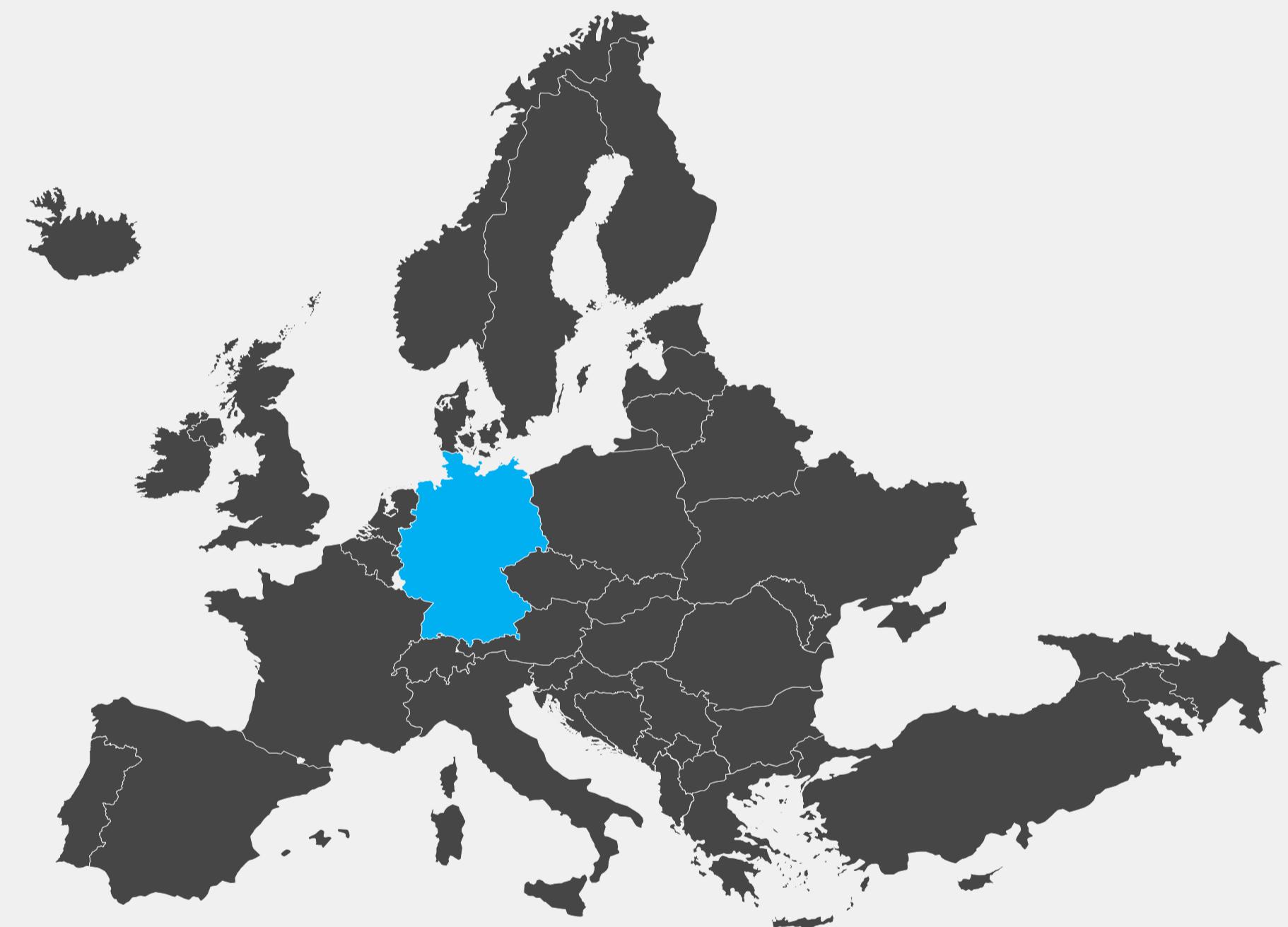
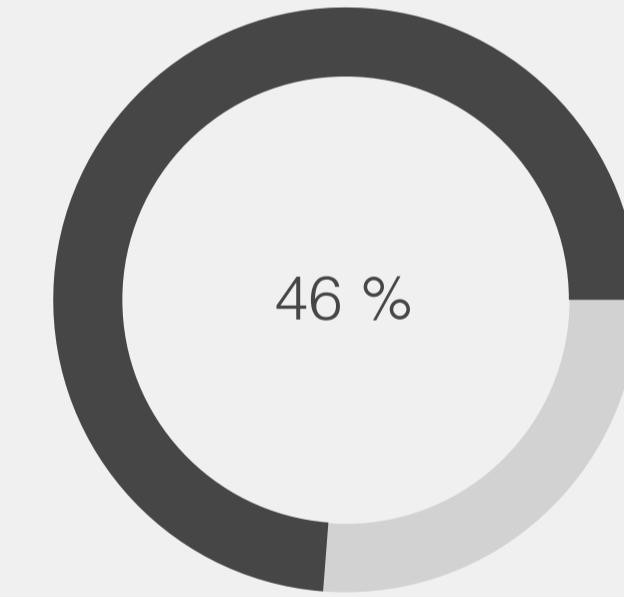
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Web Design

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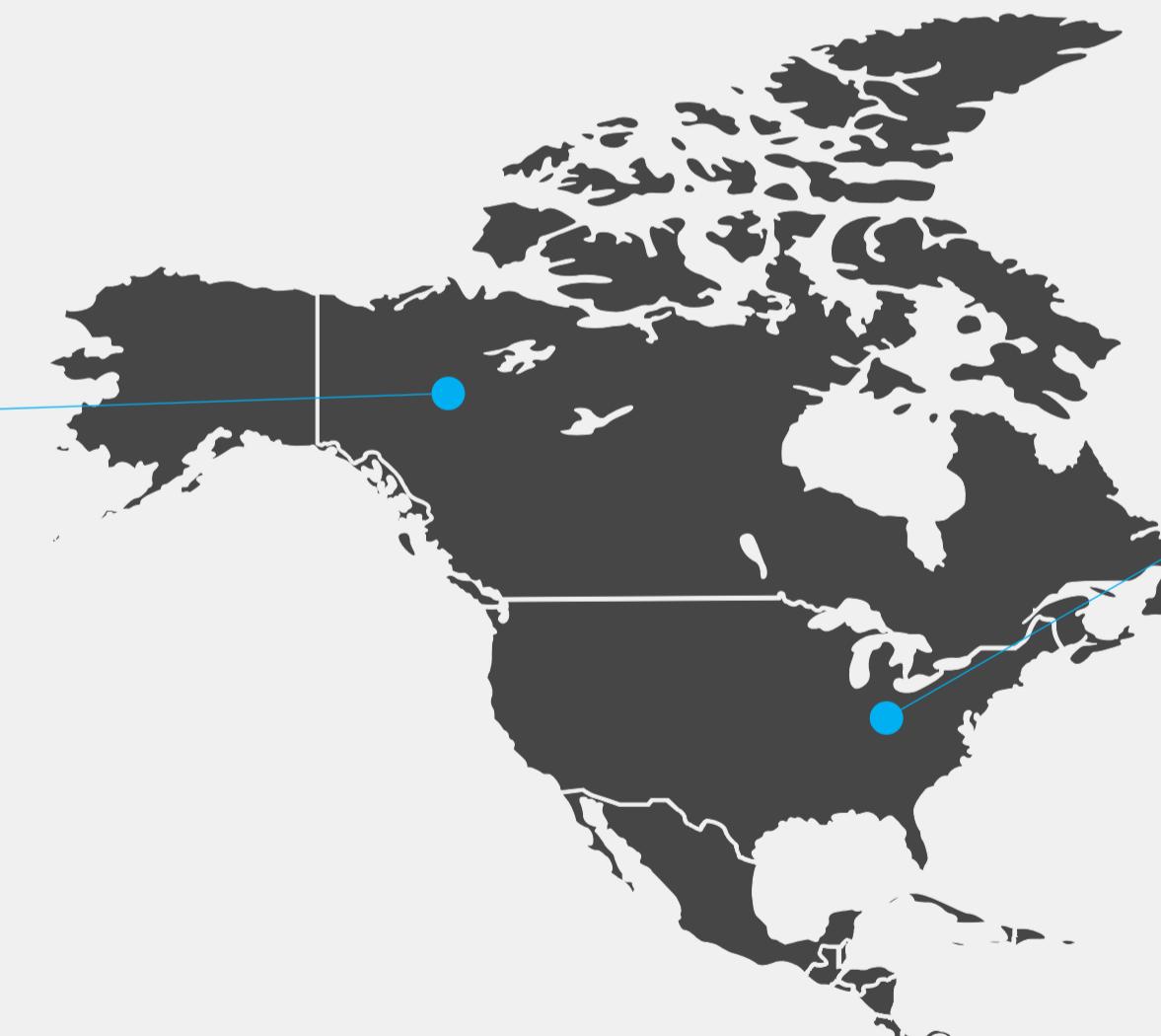
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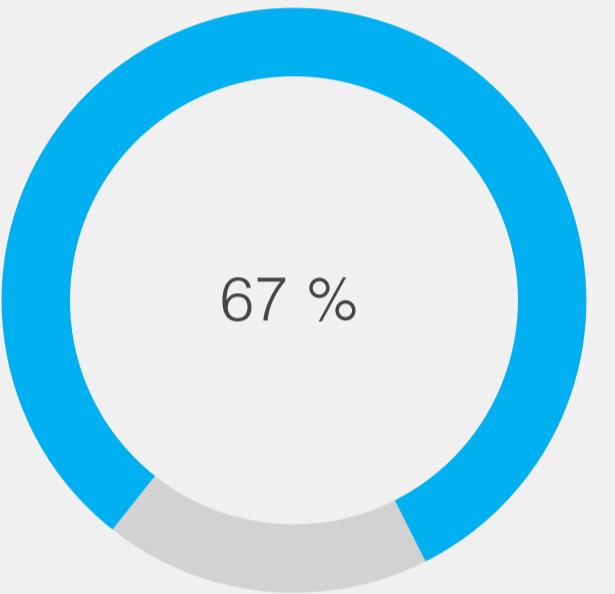
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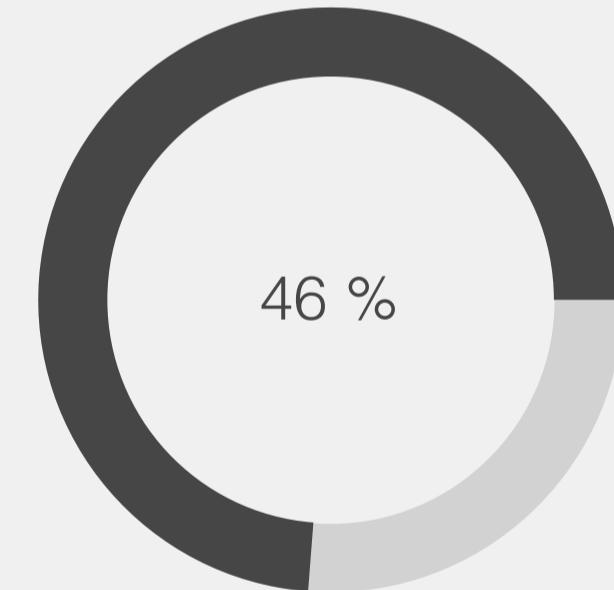
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Chapter One
People on Spot

10

Week Planing



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MONDAY

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Product Packaging



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Online Experience



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Sales Experience



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TUESDAY

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Sales Experience



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WEDNESDAY

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Product Packaging



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Online Experience



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Sales Experience



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THURSDAY

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Product Packaging



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Online Experience



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Sales Experience



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FRIDAY

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Product Packaging



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Online Experience



People who work in marketing try to get the attention of target.

Sales Experience

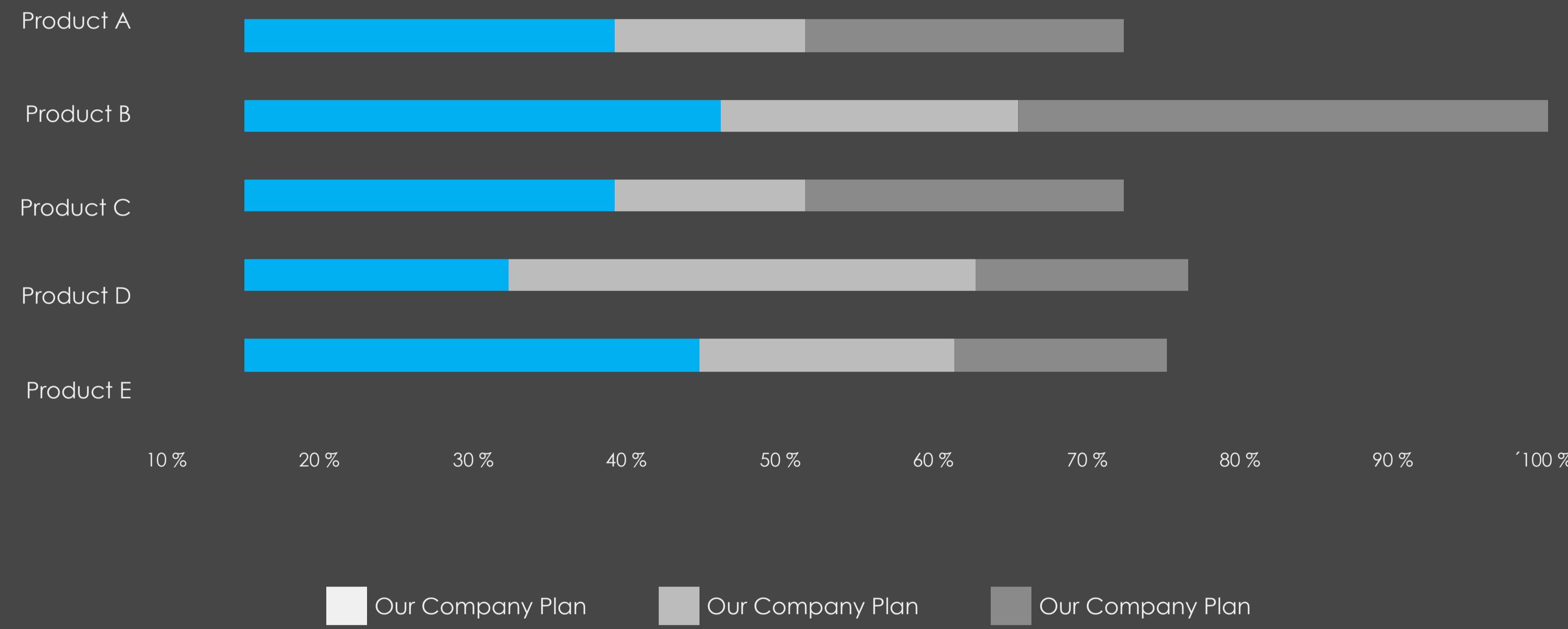


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01 Identity

02 Behavior

03 Strategie

04 Distribution



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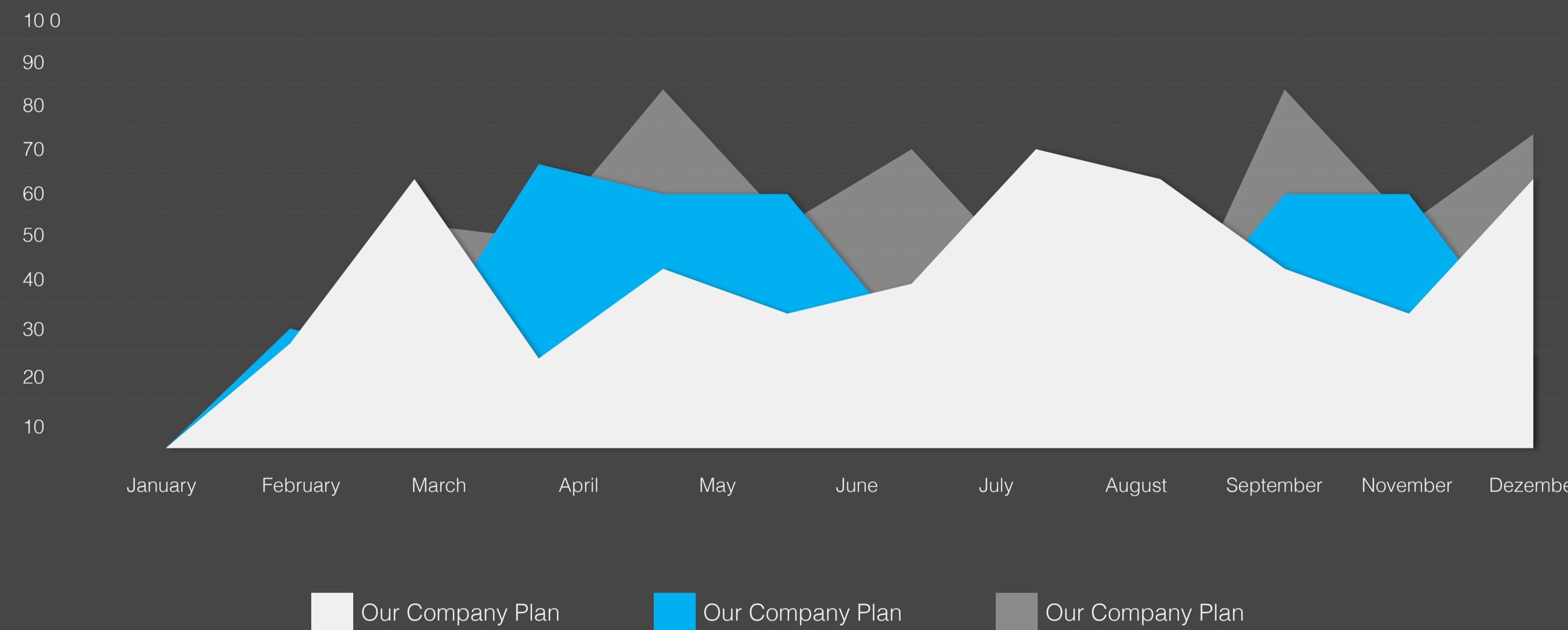
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Technic



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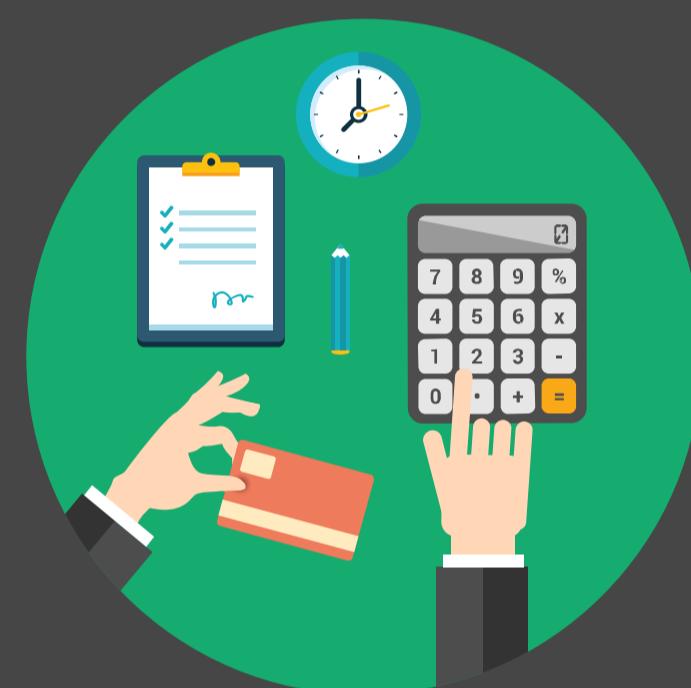
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Martin Sheeny

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Willy Smith

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Donald Thumb

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#04



Michael Yordan

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Maps

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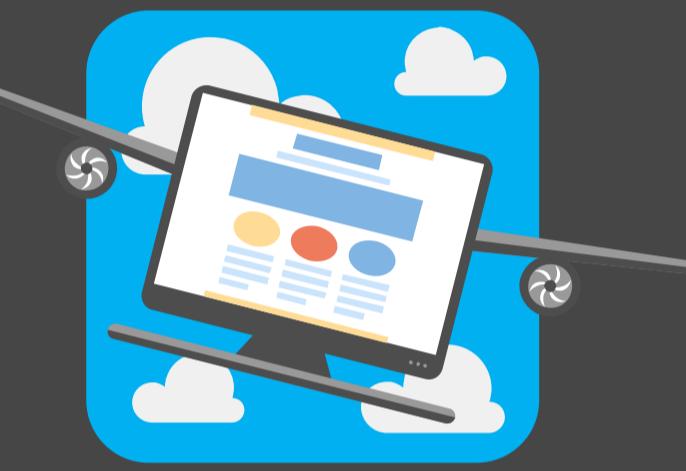


Battery

02

4,531 \$

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Photos

03

3,483 \$

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Maps

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Battery

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Photos

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Maps

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Photos

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Germany

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America

03

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Maps

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Photos

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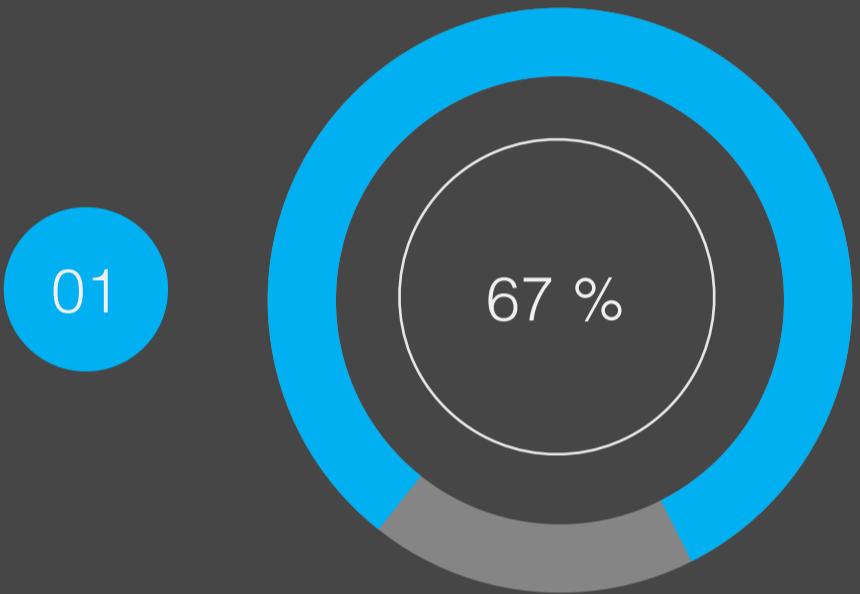
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