

**BUS343 Marketing Plan Project (MPP)**

**Segmentation, Targeting, & Positioning [STP]** **(Component 2): Due in Week 9**

You should have a solid analysis of the 3C’s from your situational analysis. As opposed to continuing your secondary research until you get “absolute” knowledge on the 3C’s, you will start developing your segmentation, targeting, and positioning strategies. You will need to find at least a little more relevant secondary data to support your STP planning.

Each team will prepare a slide deck for the gallery-walk or 5-10 minute presentation containing:

1. A summary of three potential segments that you may target in addition to a proposal for your preferred segment(s) and a description of your targeting strategy.
2. Justification of your chosen segment(s) and targeting strategy, using updated, well-researched, and improved upon facts and insights from your component one situational analysis.
3. A positioning map showing your new product or services position in comparison to its direct and indirect competitors.
4. Justification of your positional placement along with a positioning statement using updated, well-researched, and improved upon facts and insights from your component one situational analysis.
5. Please also provide a references list of any secondary sources used in developing your STP. Assignments that are inadequately referenced (either lacking detail or improper format) will be subject to penalties. Please consult the business librarians at SFU should you need more support here, or at any stage in your secondary research. They are an immensely valuable and knowledgeable resource. Be sure to thank them accordingly!

Your TA is deciding whether you will do a gallery walk type of presentation or a more formal presentation with a designated Q&A period. You will receive more insight in tomorrow’s (week 8) tutorial so pay special attention for what you will need to bring in week 9.

**Grade Breakdown: STP (Component 2) - 34%**

Note that your TA will evaluate both your recommended STP along with how well you **justify** your recommendations.

1. **Overall STP Strategy:** State your overall STP strategy. Describe your chosen segmentation variables (geographic, demographic, psychographic, behavioral, or benefit) and identify three potential segments to target, based on segment size and growth, segment attractiveness, and company objectives and resources. Choose one or two final segments (maximum) as your final target and explain how you made your choice. Provide a positioning map, with your product compared to at least four other potential competitors. Propose a final positioning strategy.
2. **Support for Proposed Segment(s) and Targeting Strategy:**  Your TAs will assign specific marks to how you took their and your peer’s feedback from component one and improved upon these aspects in this second component. They will look for additional supporting evidence to back your proposed target segment(s).
3. **Support for Proposed Positioning Strategy:** Similarly, your TAs will assign marks based on how well you use your situational analysis from component one (and/or additional supporting evidence you found for component two) to support your proposed positioning strategy.
4. **Presentation:** a small component goes to your overall presentation, organization, and references.

**Marking Rubric**

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| --- | --- | --- | --- | --- | --- | --- |
| **Category** |  |  |  |  |  | **Score** |
| STP Strategy | Poor or very inappropriate selection of segmentation variable(s). Less than three segments identified, and final choice appears very questionable. Positioning map and strategy are missing or extremely poor. Positioning statement is missing or extremely poor  4pt | Selection of segmentation variable(s) has noticeable faults. Choice of segments identified is lacking or flawed, and final choice has moderate flaws. Positioning map and strategy are rather weak. Positioning statement is rather weak  8pt | Minor faults in selection of segmentation variable(s). Three segments identified, and final choice is reasonable but has minor flaws. Positioning map and strategy are included and decent. Positioning statement is present and decent  10pt | Good selection of segmentation variable(s). Three reasonable segments identified, and good final choice. Positioning map and strategy well executed. Reasonable positioning statement  12pt | Extremely appropriate selection of segmentation variable(s). Three reasonable segments identified, and excellent final choice. Positioning map and strategy very well executed. Solid positioning statement  14pt | **Max 14** |
| Support for Proposed Segment(s) and Targeting Strategy | There is little connection between the situational analysis and the proposed segmentation and targeting. There is also little supporting evidence for the proposed segmentation and targeting.  2pt | **Some** aspects of the proposed segmentation and targeting are derived logically from the situational analysis (and/or additional supporting evidence)  4pt | **Many** aspects of the proposed segmentation and targeting are derived logically from the situational analysis (and/or additional supporting evidence)  6pt | **Most** aspects of the proposed segmentation and targeting are derived logically from the situational analysis (and/or additional supporting evidence)  8pt | **All** aspects of the proposed segmentation and targeting are derived logically from the situational analysis (and/or additional supporting evidence)  10pt | **Max 10** |
| Support for Proposed Positioning Strategy | There is little connection from the proposed positioning to the situational analysis nor to the proposed target segment(s). There is also little supporting evidence for the proposed positioning.  1pt | **Some** aspects of the proposed positioning are derived logically from the situational analysis (and/or additional supporting evidence) and proposed target segment(s).  2.5pt | **Many** aspects of the proposed positioning are derived logically from the situational analysis (and/or additional supporting evidence) and proposed target segment(s).  4.5pt | **Most** aspects of the proposed positioning are derived logically from the situational analysis (and/or additional supporting evidence) and proposed target segment(s).  6pt | **All** aspects of the proposed positioning are derived logically from the situational analysis (and/or additional supporting evidence) and proposed target segment(s).  8pt | **Max 8** |
| Presentation organization and references | **Poor** presentation, organization  and references  0.25pt | **Below acceptable** presentation, organization and references  0.5pt | **Acceptable** presentation, organization and references  1pt | **Good** presentation, organization and references  1.5pt | **Excellent** presentation, organization and references  2pt | **Max 2** |

You will need to submit the presentation deck to your TA through the “Assignment” function of Canvas before the deadline, which is at the start of the week 9.

The above marking rubric is also posted on Canvas under the assignment dropbox where you will be submitting your final component two deliverable.