

INSTRUCT

GROUP PRESENT

GROUP PRESENTATION

What This Covers

- Chapter 1: What is marketing? Value
- Chapter 2: Strategy & marketing plan
- Chapter 3: Market environment
- Chapter 4: STP (Segmentation, Target-

This is NOT yet the full marketing plan-execution.

GROUP PRESENTATION

- Each group will analyze ONE product
 - “Who should this brand serve, who does it compete?”
 - Choose an existing brand that you
 - Do NOT change the product.
 - Focus on understanding the ma

GROUP PRESENTATION

Each group will present 5–7 slides covering:

Slide 1: Product / Brand Overview (ch. 1)

- What is the product or service?
- What customer problem or need does it solve?
- What value does it offer?

Simple rule: If this slide is unclear, every-

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Slide 2: Who Is the Customer? (Ch. 1)

- Who are the potential customers?
- What do they care about?
- Why would they choose this product?

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Slide 3: Market Environment Snapshot (

Identify:

- One Direct Factor
 - Customer behavior OR competitor
- One External Factor
 - Economic, technological, cultural

Explain:

- Is this helping or hurting the brand?

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Slide 4: Segmentation (ch. 4 - S)

Break the market into 2–3 segments us

- Demographic
- Psychographic
- Behavioral OR geographic

Explain briefly:

- How are these segments different?

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Slide 5: Target Market Choice (ch. 4 – 1)

- Which ONE segment will you focus on?
- Why did you choose this segment?

No “everyone” answers allowed.

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Slide 6: Positioning Statement (Ch. 4 -

Use this exact format:

This brand is for _____
who want _____
because _____.

Explain in one sentence:

- How is this different from **communicate**?

GROUP PRESENTATION DELIVERABLES

Each Learning Team (LT) is required to submit the following:

1. Presentation Slides

- 5–7 slides total
- Slides should be clear, concise, and professional
- Use bullet points; avoid long paragraphs

2. Group Presentation

- Duration: 5 – 7 minutes
- Topic: TBA

GROUP PRESENTATION DELIVERABLES

Written Report (Based on Slides)

- Report version of the presentation slides
- Short paragraph explanations per slide
- 2–3 pages maximum, PDF file
- Must reflect the content presented in slides
- Clear headings corresponding to slides

GENERAL REMINDERS

- Focus on clarity over creativity
- Support claims with logic and observation

RUBRIC

Criteria	Excellent	Proficient	Developing
1. Brand & Customer Understanding (Ch. 1)	Product, customer need, and value are clearly explained	Clearly identifies and explains at least one direct and one external factor	Clear segmentation with ONE specific, well-justified target market
2. Market Environment Analysis (Ch. 3)	Clear segmentation with ONE specific, well-justified target market	Clear, focused, and follows the required template	Clear slides, confident delivery, within time
3. Segmentation & Targeting (Ch. 4 – S & T)			
4. Positioning Statement (Ch. 4 – P)			
5. Presentation & Delivery			Slides informative, visually appealing, and well-organized.

ASIAN INSTITUTE OF MANAGEMENT

