

GROUP PRESENTATION INSTRUCTIONS

GROUP PRESENTATION

What This Covers

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

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 market

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 address?
- What value does it offer?

Simple rule: If this slide is unclear, even

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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 behavior hurting or helping the brand?

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Slide 4: Segmentation (Ch. 4 – S)

Break the market into 2–3 segments using

- Demographic
- Psychographic
- Behavioral OR geographic

Explain briefly:

- How are these segments different?

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Slide 5: Target Market Choice (Ch. 4 – T

- 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 competitors?

GROUP PRESENTATION DELIVERABLE

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

1. Presentation Slides

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

2. Group Presentation

- Duration: 5–7 minutes per LT group

GROUP PRESENTATION DELIVERABLE

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 obser

RUBRIC

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

