

MKTG 2201: Introduction to Marketing

Sean Gallagher

Question: List and briefly explain the four major steps in designing a customer-driven marketing strategy in the order that they should be performed. Explain what a company is seeking to accomplish in the first two steps as compared to the last two steps.

Grading Rubric:

Criteria	Description	Full Points (30-25)	Partial Points (25-15)	Minimal Points (>15)
Identification and Order of Steps (30 points)	Clearly lists all four major steps (segmentation, targeting, differentiation, positioning) in correct order.	Lists all four steps in the correct order.	Lists three steps or has them out of order.	Lists fewer than three steps or omits key terminology.
Explanation of Steps (30 points)	Provides accurate, concise explanations of each step, aligned with textbook definitions.	Explanations are accurate, clear, and concise.	Explanations are mostly accurate but lack detail or depth.	Explanations are vague or contain inaccuracies.
Understanding the Goals of the Steps (30 points)	Clearly explains what the company seeks to achieve in the first two steps (selecting customers) versus the last two (creating value proposition).	Explanation is clear and aligns with course concepts.	Explanation is somewhat clear but lacks connection to course material.	Explanation is unclear or missing.
Clarity and Organization (10 points)	Response is well-structured, logical, and free from errors in grammar or spelling.	Response is clear, well-organized, and error-free.	Response has minor organization or clarity issues.	Response is poorly organized or difficult to follow.

Sample Answer:

High Grade (90-100 points)

Answer:

The four major steps in designing a customer-driven marketing strategy, in order, are **market segmentation**, **market targeting**, **differentiation**, and **market positioning**.

1. **Market segmentation:** Dividing a market into smaller groups of buyers with distinct needs, characteristics, or behaviors. For instance, a company may use demographic factors like age or income to create segments.
2. **Market targeting:** Evaluating each market segment's potential and selecting one or more segments to serve. For example, a premium brand might target high-income consumers.
3. **Differentiation:** Creating unique value by offering something superior to competitors, such as advanced features or better service.
4. **Market positioning:** Arranging the market offering to occupy a clear, desirable place in the consumer's mind. For example, Tesla is positioned as an innovative, eco-friendly car brand.

The **first two steps** focus on identifying and selecting customers, while the **last two** determine how the company delivers value to its target market.

Grading and Feedback:

1. Identification and Order of Steps (30 points): 30/30

- Excellent! You correctly identified all four steps in the right order, as outlined in the textbook. This demonstrates a strong understanding of the framework.

2. Explanation of Steps (30 points): 30/30

- Your explanations are accurate, clear, and detailed. Including specific examples like Tesla and demographic segmentation adds depth and relevance to your response.

3. Understanding the Goals of the Steps (30 points): 25/30

- Well done in differentiating the goals of the first two steps (selecting customers) and the last two (delivering value). A slight improvement would be to elaborate more on how differentiation and positioning interact to create value.

4. Clarity and Organization (10 points): 10/10

- Your answer is well-structured and easy to read. The logical flow of ideas and proper use of terminology make it highly effective.

Final Grade: 95/100 (A)

Overall Feedback: Excellent response! Your use of examples enhanced clarity and demonstrated strong comprehension. Adding a bit more depth on how differentiation and positioning align to deliver value could take your answer to the next level.

Mid Grade (70-80 points)

Answer:

The four steps in designing a customer-driven marketing strategy are segmentation, targeting, differentiation, and positioning.

1. **Segmentation:** Dividing the market into groups based on factors like needs or behaviors.
2. **Targeting:** Choosing which segments to focus on after evaluating their potential.
3. **Differentiation:** Making the product stand out by offering something unique.
4. **Positioning:** Ensuring the product is seen in a specific way by the target audience.

The **first two steps** involve picking customers, and the **last two** focus on delivering value.

Grading and Feedback:

1. Identification and Order of Steps (30 points): 30/30

- Good work! You correctly identified all four steps in the proper order, which is a great foundation.

2. Explanation of Steps (30 points): 20/30

- Your explanations are clear but lack detail. For instance, you could expand on differentiation by explaining how companies create unique value (e.g., by focusing on quality or innovation).

3. Understanding the Goals of the Steps (30 points): 15/30

- The distinction between the first two and last two steps is mentioned but needs more elaboration. What specific actions do companies take in each phase, and why are they important?

4. Clarity and Organization (10 points): 10/10

- Your writing is clear, logical, and well-organized. While the content could use more depth, it is easy to follow.

Final Grade: 75/100 (B)

Overall Feedback: You've done a good job identifying the steps and keeping your response clear and organized. To improve, focus on providing more detailed explanations and examples that demonstrate how these steps apply in real-world scenarios.

Low Grade (50-60 points)

Answer:

The steps are segmentation, targeting, differentiation, and positioning.

1. **Segmentation:** Dividing the market.
2. **Targeting:** Picking a group to focus on.
3. **Differentiation:** Making the product different.
4. **Positioning:** Getting the product into the customer's mind.

The first two steps are about picking customers, and the last two are about creating value.

Grading and Feedback:

1. Identification and Order of Steps (30 points): 30/30

- Well done on identifying the steps in the correct order. This shows an understanding of the basics of the framework.

2. Explanation of Steps (30 points): 10/30

- Your explanations are too vague. For instance, "making the product different" does not adequately explain what differentiation entails. Including examples or more precise definitions would help significantly.

3. Understanding the Goals of the Steps (30 points): 5/30

- The distinction between the first two and last two steps is mentioned but is extremely brief and lacks clarity. Consider explaining what a company hopes to achieve in terms of customer value or positioning.

4. Clarity and Organization (10 points): 10/10

- While your response is short, it is clear and logically presented. Adding more substance would improve its overall quality.

Final Grade: 55/100 (C)

Overall Feedback: You've identified the steps correctly, which is a good start. However, the lack of detail and depth in your explanations weakens your response. Try to expand on each step by adding examples and elaborating on how they are implemented in practice.