

Developing a Market Strategy Activity

Directions and Rubric

ASSESSING MARKET STRATEGIES – SMALL GROUP ACTIVITY

1. Students will participate in a small group activity designed to get them thinking about target marketing.
2. In small groups, students will share recent product purchases they made, identifying the reasons that they made those purchase decisions (how did the product solve a problem or help them achieve a result?).
3. Each group of students will evaluate how effectively the products were marketed to the purchaser’s demographic by using the rubric. Each group will choose the product that best demonstrated effective target marketing (based on the highest score).
4. They will then pitch the winning product to the class identifying how their selected product
 - 1) Solved a problem or them achieve a result,
 - 2) was uniquely aligned to the target market,
 - and 3) stood out from the competition.

Rate each item on a scale of 1 to 10, 10 being the best

	Product 1	Product 2	Product 3	Product 4
Product Name				
Solved a problem or helped achieve a result				
Was uniquely aligned to the target market				
Stood out from competition				
Total Score				