* **[Week 3 Assignment](https://blackboard.strayer.edu/webapps/blackboard/execute/uploadAssignment?content_id=_3576045_1&course_id=_49623_1&assign_group_id=&mode=view)**

Click the link above to submit your assignment.

**Assignment 1 - Market Segmentation and Product Positioning**

The student is required to prepare a 4-5 page research plan to support introducing the Product and Service for “Your Marketing Plan” to the U.S. market. In addition to stating your marketing objectives, the student is required to:

<!--[if !supportLists]-->1. <!--[endif]-->Identify the marketing segment for the product and explain why this segment was selected;

<!--[if !supportLists]-->2. <!--[endif]-->Discuss the target market and why these customers will be targeted;

<!--[if !supportLists]-->3. <!--[endif]-->Conduct a SWOT (strengths, weakness, opportunities and treats) analysis for the company;

<!--[if !supportLists]-->4. <!--[endif]-->Describe the market position for your product and service.

Support your recommendations with at least 2 reference sources that discuss the nature of the product, use of market research methods related to the product, or considerations in conducting research, and cite your references using APA style.

The report will be graded using the following rubric.

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| **Grading Rubric for Assignment # 1 – *Market Segmentation & Product Positioning*** |

| **Criteria** | **0**  **Unacceptable** | **20**  **Developing** | **30**  **Competent** | **40**  **Exemplary** |
| --- | --- | --- | --- | --- |
| 1. State your marketing objectives. | Does not attempt assignment, nor states the marketing objectives. | The marketing objectives was stated, but with less than 70 - 79% accuracy and some of the objectives stated were inappropriate or were not identified. | The marketing objective was stated, with 80 - 89% accuracy and appropriate information was discussed. | The marketing objective was stated, with 90 to 100% accuracy and all appropriate information was identified and discussed clearly. |
| 2. Identify the marketing segment for the product and explain why the segment was selected. | Does not attempt assignment, nor identifies the marketing segments for the product and explains why it was selected. | The marketing segment for the product was identified and the rationale for the segment was explained, but with less than 70 - 79% accuracy and some of the reasons identified were inappropriate or were not identified. | The marketing segment for the product was identified and the rationale for the segment was explained, with 80 - 89% accuracy and appropriate information was discussed. | The marketing segment for the product was identified and the rationale for the segment was explained with 90 to 100% accuracy and all appropriate information was identified and discussed clearly. |
| 3. Discuss the target market and why these customers will be targeted. | Does not attempt assignment, nor discusses the target market and why these customers will be targeted. | The target market and rationale for customers were discussed, but with less than 70 - 79% accuracy and some of the discussion points were inappropriate or were not identified. | The target market and rationale for customers were discussed, with 80 - 89% accuracy and appropriate information was discussed. | The target market and rationale for customers were discussed with 90 to 100% accuracy and all appropriate information was identified and discussed clearly. |
| 4. Conduct a SWOT analysis for the company. | Does not attempt assignment, nor conducts a SWOT analysis for the company. | The elements of the SWOT analysis were identified and discussed, but with less than 70 - 79% accuracy and some of the discussion points were inappropriate or were not identified. | The elements of the SWOT analysis were identified and discussed, with 80 - 89% accuracy and appropriate information was discussed. | The elements of the SWOT analysis were identified and discussed with 90 to 100% accuracy and all appropriate information was identified and discussed clearly. |
| 5. Describe the market position for your company’s product and service. | Does not attempt assignment, nor describes the market position for the company’s product and service. | The market position for the company’s product and service were discussed, but with less than 70 - 79% accuracy and some of the discussion points were inappropriate or were not identified. | The market position for the company’s product and service were discussed, with 80 - 89% accuracy and appropriate information was discussed. | The market position for the company’s product and service were discussed with 90 to 100% accuracy and all appropriate information was identified and discussed clearly. |
| 6. Clarity | Did not complete the assignment or explanations are unclear and not organized.  (Major issues) | Explanations generally unclear and not well organized.  (Many issues) | Explanations generally clear and/or organized. (Minor issues) | Explanations very clear and well organized.  (Added helpful details.) |
| 7. Writing – Grammar, sentence structure, paragraph structure, spelling, punctuation, APA usage. | Did not complete the assignment or had 8 or more different errors in grammar, sentence structure, paragraph structure, spelling, punctuation or APA usage. (Major issues) | Had 6 - 7 different errors in grammar, sentence structure, paragraph structure, spelling, punctuation or APA usage. (Many issues) | Had 4 - 5 different errors in grammar, sentence structure, paragraph structure, spelling, punctuation or APA usage. (Minor issues) | Had 0 - 3 different errors in grammar, sentence structure, paragraph structure, spelling, punctuation or APA usage. |