

Market Segmentation

Course Overview

The process of defining and dividing the homogenous market into clearly identifiable segments having similar needs, wants, or demand characteristics. Its objective is to design a marketing mix that precisely matches the expectations of customers in the targeted segment.

Course Outline

1. TARGETED MARKETING VERSUS MASS MARKETING
 - Benefits of Segmenting and Targeting Markets
 - Segmenting and Targeting a Firm's Current Customers
2. HOW MARKETS ARE SEGMENTED
 - Types of Segmentation Bases
 - Behavioral Segmentation
 - Demographic Segmentation
 - Geographic segmentation
 - Psychographic segmentation
3. SELECTING TARGET MARKETS AND TARGETMARKET STRATEGIES
 - Criteria for Market Segments
 - Target-Market Strategies
 - Multisegment Marketing
 - Concentrated Marketing
 - Targeting Global Markets
4. POSITIONING AND REPOSITIONING OFFERINGS
 - Describe how a product can be positioned and mapped (Perceptual Map).
 - Explain what repositioning is designed is to do.
5. DISCUSSION AND ACTIVITIES

Learning Objectives

After completing this course, participants will be able to:

- Identify the role of market segmentation in developing a marketing strategy.
- Identify criteria for market segmentation.
- Understand and outline the ways in which markets are segmented.
- Explain why marketers use some segmentation bases versus others.
- Distinguish between targeted marketing and mass marketing and explain what led to the rise of each.
- Describe how targeted marketing can benefit firms.
- Explain why companies differentiate among their customers.
- Explain why positioning is an important element when it comes to targeting consumers.
- Identify common types of positioning strategies.

Who Should Attend:

- Marketing managers
- Product Managers & Supervisors
- Market Research Team
- Sales Supervisor
- All others individuals concerned with marketing studies

Course Duration: Two days from 9:00AM to 4:00PM

Registration Deadline: One week before the course date

Course Fees

- 1500 EGP (Registration is confirmed only upon payment)
- Fees include materials and attendance certificate
- Complimentary coffee breaks and light lunch

Course Venue

Top Business premises: 17, Abdel Wahab Selim Elbeshry St. Sheraton Heliopolis, Cairo, Egypt.

For Registration

- Logon to www.topbusiness-hr.com/Course_Register to fill a registration form. Alternatively you can request a registration form by mail from: training@topbusiness-hr.com.
- Payment should be made one week prior to course.
- Payment by cheque in Top Business's name or cash to our address.

For More Information

17, Abdel Wahab Selim Elbeshry St.,
Sheraton Heliopolis, Cairo - Egypt

Hotline 16325

Ext. 440/1 - F. +2 02 226 871 58

M. +2 010 057 10 572

training@topbusiness-hr.com

www.topbusiness-hr.com