**MARKETING SEGMENTATION, TARGETING, POSITIONING, AND ANALYSIS**

Segmentation, Targeting, and Positioning (STP) are the three fundamental components of strategic marketing. Organizations, in their endeavor to create a space for themselves in the market, may devise revolutionary services; however, this often is not enough. Organizations must also vigilantly distinguish who, among the population, would ideally use the service, and what they seek from such a transaction.

**REVIEW THE FOLLOWING VIDEO:**

Tutor2u. (2016). Marketing: Segmentation - Targeting - Positioning. Retrieved from [*https://www.youtube.com/watch?v=0srjdRDh99Y*](https://www.youtube.com/watch?v=0srjdRDh99Y)

**ASSIGNMENT**

You are the Lead Health Care Marketer for International Hospital and have been tasked with developing a training PowerPoint presentation (PPT) for your department covering STP marketing methods.

After reviewing the video above and conducting a review of the literature, prepare a 12- to 15-slide PPT that explains in detail Segmentation, Targeting, and Positioning.

In addition, your PPT should provide 2-3 health care-related examples for each of the marketing methods. Be creative and include at least one diagram.

**Speaker notes are required. Your slides should be mostly speaking points and your speaker notes should resemble the information you would present/say if you were doing the presentation live.**

**ASSIGNMENT EXPECTATIONS**

1. Conduct additional research to gather sufficient information to support your training PPT.
2. **Limit your response to a maximum of 15 slides (not including title and reference slides).**
3. Support your analysis with peer-reviewed/scholarly articles, **with at least 4 references**. Use the following link for additional information on how to recognize peer-reviewed journals: [*http://www.angelo.edu/services/library/handouts/peerrev.php*](http://www.angelo.edu/services/library/handouts/peerrev.php)

**REFERENCES:**

Kokemuller, N. (n.d.). How to Apply a Segmentation, Targeting, and Positioning Approach to Marketing. *Small Business – Houston Chronicle*. Retrieved from [*http://smallbusiness.chron.com/apply-segmentation-targeting-positioning-approach-marketing-78573.html*](http://smallbusiness.chron.com/apply-segmentation-targeting-positioning-approach-marketing-78573.html)

Lumen Learning. (2018). *Reading: The Purpose of Market Segmentation and Targeting*. Retrieved from [*https://courses.lumenlearning.com/vccs-mkt100-17fa/chapter/reading-the-purpose-of-market-segmentation-and-targeting/*](https://courses.lumenlearning.com/vccs-mkt100-17fa/chapter/reading-the-purpose-of-market-segmentation-and-targeting/)

University of Southern California. (2018). *Segmentation, Targeting, and Position*. Retrieved from [*https://www.consumerpsychologist.com/cb\_Segmentation.html*](https://www.consumerpsychologist.com/cb_Segmentation.html)

Sherman, F. (n.d.). Define Market Segmentation & Targeting. *Small Business – Houston Chronicle*. Retrieved from [*http://smallbusiness.chron.com/define-market-segmentation-targeting-3253.html*](http://smallbusiness.chron.com/define-market-segmentation-targeting-3253.html)