

5.9: Assignment- Customer Behavior and Strategic Planning

Over the past few quarters, your store has been getting less and less traffic, which has in turn reduced sales. You're beginning to be concerned that the marketing for your store has started alienating customers (or that a local competitor is doing a better job reaching your customers). However, you know that it will take a lot of time and research to discover the cause of this loss of traffic.

You have a one-on-one meeting with your supervisor in a few weeks, and you think if you make a good enough presentation, you can get the go ahead for this lengthy research project.

Assignment

Your task is to develop a presentation discussing the impact demographics, psychographics, geographic, and behavioristics have on customer behavior, as well as the influence your target customer's behavior has on a sustainable competitive market strategy. Display who your target customer is, why, and how you know. The whole idea is to "show what you know."

You must present a PowerPoint presentation to your boss outlining your plans for customer research and new marketing development ideas. Your PowerPoint presentation should have a minimum of 10 slides: a title page, content slides, and a conclusion. You will present to the class for 15 minutes.

Grading Rubric

This assignment is worth a total of 50 points.

Grading Rubric

Criteria	Not Evident	Developing	Exemplary	Points
Submit your slide deck	0 pts No slide deck submitted	2 pts Slide deck does not have at least 4 slides	5 pts Slide deck has at least 4 slides focused on a central theme	5 pts
Present within the allotted time	0 pts No presentation completed	2 pts Presentation is either one minute under or over 15 minutes	5 pts Presentation is within one minute of the required 15-minute length	5 pts
Speak with appropriate volume, speed, and clarity	0 pts No presentation completed	5 pts Presentation cannot be heard, is too fast or too slow, or cannot be understood	10 pts Presentation is spoken at an adequate volume, speed, and clarity	10 pts
Present your slides effectively	0 pts No presentation completed	5 pts Presentation is disjointed, unprofessional, or too reliant on slide deck text	10 pts Presentation is professional and feels cohesive	10 pts
Discuss the impact demographics, psychographics, geographic, and behavioristics have on customer behavior	0 pts Presentation does not cover this topic	5 pts Presentation covers the topic, but does not connect it with a sustainable competitive market strategy	10 pts Presentation covers the topic, and connects it with a sustainable competitive market strategy	10 pts
Discuss the impact demographics, psychographics, geographic, and behavioristics have on customer behavior	0 pts Presentation does not cover this topic	5 pts Presentation covers the topic, but does not connect it with customer behavior	10 pts Presentation covers the topic, and connects it with customer behavior	10 pts
Total:				50 pts

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