

## 17.3: Marketing Plan Exercise - Segmentation, Target, and Positioning

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Assignment 3 - Segmentation, Target Marketing, Persona Development, and Positioning

Complete the following information about the company and products/services you chose to focus on as you develop the marketing plan throughout the course. You may need to conduct research to obtain necessary information.

Instructions: Using the Marketing Plan Template file you created from the Marketing and Customer Value assignment and expanded upon in Strategic Planning in Marketing, complete the following sections of your marketing plan:

- Market Segmentation
- Target Market
- Buyer Personas
- Positioning

Submit the marketing plan to your instructor for grading and feedback.

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