Southern New Hampshire University

MKT 345 Milestone One Guidelines and Rubric
(Market Research and Segmentation)

Overview: For this first milestone, due in **Module Three**, you will prepare a PowerPoint presentation (minimum of 7 slides) summarizing the research on segmentation strategies you have so far considered to market the consumer product you are proposing for your final project.

Prompt: First, review your work in Modules One and Two, as well as your posts and response posts in the Module Three discussion.

Prepare at least three slides summarizing your market research so far:
- What consumer segment does your selected company serve in, and why are you pursuing it?
- What are two to three resources you might use to obtain information on consumer behavior? Provide a rationale regarding why you selected each one.
- What secondary research will you use to analyze the characteristics of the chosen segment?

Prepare at least four slides summarizing the market segmentation you have so far considered:
- Which marketing approach will you use for your segment? Why do you believe it will be effective?
- What are the key points about the approach used to segment your selected market? What is it based upon?
- What is your selected consumer segment? Why do you believe it is a good fit?
- What are the research needs for each segment?

Using the speaker notes, provide any additional details of importance regarding the bullet points you addressed on each slide to further explain the information.

Specifically, the following **critical elements** must be addressed:

I. **Market Research**
   A. Select a **consumer segment** that your company serves, and describe why this segment is worth pursuing.
   B. Identify and qualify research **sources** that can be used in obtaining information on consumer behavior.
   C. Analyze the characteristics of the chosen consumer segment using **secondary research.**

II. **Segmentation**
   This section is where you will apply the information gained from your market research to your identified market segment.
   A. Determine appropriate marketing **approaches** for your market segment, and explain why these approaches would be effective.
   B. Evaluate the **approach** you used in order to segment the market.
   C. Describe the **consumer segment** you have selected. Explain why they are a good fit for the product.
   D. Determine the **research** needs for this segment, and provide rationale for each need.

One of the following tutorials may be of use to you in preparing your presentation: PowerPoint Tutorials (Atomic Learning) (log in using your SNHU credentials) and PowerPoint 2013 Videos and Tutorials.

Instructor feedback on this milestone should be incorporated into your next milestones and into the final project.

Rubric

Guidelines for Submission: Milestone One should be a 7-slide minimum PowerPoint presentation with audio or speaker notes included. Citations should be provided in APA format as needed.

Please note that the grading rubric for this milestone submission is not identical to that of the final project. The Final Project Rubric will include an additional "Exemplary" category that provides guidance for how you can go above and beyond "Proficient" in your final submission.

Critical Elements	Proficient (100%)	Needs Improvement (75%)	Not Evident (0%)	Value
Market Research: Consumer Segment	Selects a consumer segment the company serves and describes why the segment is worth pursuing	Selects a consumer segment the company serves, but does not describe why the segment is worth pursuing or the description is cursory or contains issues regarding accuracy	Does not identify consumer segment	13
Market Research: Sources	Identifies research sources that can be used in obtaining information on consumer behavior	Identifies research sources, but sources cannot be used to obtain information on consumer behavior	Does not identify research sources	13
Market Research: Secondary Research	Analyzes the characteristics of the chosen consumer segment using secondary research sources	Analyzes the characteristics of the chosen consumer segment, but does not use secondary research or analysis contains flaws	Does not analyze the consumer segment	13
Segmentation: Approaches	Determines available approaches for the market segment, and explains why approaches would be effective	Determines available approaches for the market segment, but does not explain why approaches would be effective or contains issues regarding the appropriateness of choices	Does not determine available approaches	13
Segmentation: Approach	Evaluates the approach you used in order to segment the market	Describes the approach you used to segment the market, but description is not cogent	Does not describe segmentation approaches	13
Segmentation: Consumer Segment	Describes the consumer segment selected, and explains why they are a good fit for the product	Describes consumer segment, but does not explain why they are a good fit for the product or explanation has issues regarding cogency or accuracy	Does not describe the consumer segment and product	13

Segmentation: Research	Determines the research needs for the specific segment, and provides rationale for each need	Determines the research needs for the specific segment, but does not provide rationale for each need or rationale is not cogent	Does not identify research needs	13
Articulation of Response	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	9
			Total	**100%**