

**MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY****INSTRUCTIONS**

Pick one of your favorite companies or brands. Then, using the space below, identify how they might segment the market using each of the four primary types of market segmentation.

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**Demographic**

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**Psychographic**

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**Behavioral**

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**Geographic**



MODULE 1 / LESSON 4

# SEGMENTATION

NAME: \_\_\_\_\_

SECTION: \_\_\_\_\_

DATE: \_\_\_\_\_

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