TOPIC: MANAGEMENT

escription

1. After reviewing chapters 6, 7, and 8 of the Kotler and Keller text, and using specific information derived from the text, provide a brief comment about each of the following:

a. The benefit to an organization about how it identifies and selects the primary target market for its products or services. Be particularly mindful of the criteria used for segmentation and the criteria used for selecting a target market (consider information from pages 92 – 102 of the text). Please use appropriate APA citation and attribution rules for all information sources.

[insert the body of the response here]

b. How an organization can develop a positioning statement that aligns its products or services to the customers and consumers (consider information from pages 107 – 112 of the text). Please use appropriate APA citation and attribution rules for all information sources.

[insert the body of the response here]

c. Describe how brand equity can be enhanced and the risks to the financial success of the organization of not building and protecting the brand equity of the organization’s products and services (consider issues covered in pages 122 - 133 of the text). Please use appropriate APA citation and attribution rules for all information sources.

[insert the body of the response here]

2. After reading the companion article (How to Identify the Best Customers for Your Business); provide a recommendation to a group of executives regarding the importance of considering this information (perhaps review the significance of the step-by-step process).Please use appropriate APA citation and attribution rules for all information sources.

[body of response]

3. After reading the companion article (Three Questions You Need to Ask About Your Brand); provide an executive summary for executives regarding the significance to the firm of this information; especially the information contained on page 86 of the article. Please use appropriate APA citation and attribution rules for all information sources.

[body of response]

The term briefly (or brief) suggests a limit of no more than 300 words per response.

References Cited: [use APA style and cite/reference all material used in support of responses provided]