

Prior to beginning work on this assignment, read chapters 4 and 6 and watch the following video [McDonald's Segmentation, Targeting and Positioning](https://www.youtube.com/watch?v=tKOITmV0NfU):
<https://www.youtube.com/watch?v=tKOITmV0NfU>

Create an assignment focused on segmenting, targeting, and positioning. The assignment evaluates a formal approach to segmenting, targeting, and positioning as a foundational marketing activity, compared to an informal approach that combines a small business launch along with a feedback loop focused on segmenting, targeting, and positioning.

A formal approach to segmenting, targeting, and positioning is structured and takes time, money, and staff to execute. A more informal approach to the process requires a general view of the market that is developed concurrent with the business launch. Effectively, the entrepreneur manages a feedback loop concurrent with business activities and tunes segmenting, targeting, and positioning activities as the business progresses.

In your paper,

- Identify resources the entrepreneur requires to effect formal segmenting, targeting, and positioning.
- Reflect on resources the entrepreneur requires to effect informal segmenting, targeting, and positioning.
- Evaluate approaches that resonate and addresses why they resonate.

The Segmenting, Targeting, and Positioning paper

- Must be three to four double-spaced pages in length (not including title and references pages) and formatted according to APA STYLE
- Must include a separate title page with the following:
 - Title of paper
 - Student's name
 - Course name and number
 - Instructor's name
 - Date submitted
- Must utilize academic voice.
- Must include an introduction and conclusion paragraph. Your introduction paragraph needs to end with a clear thesis statement that indicates the purpose of your paper.
- Must use at least two scholarly sources in addition to the course text.
- Must document any information used from sources in APA Style

- Must include a separate references page that is formatted according to APA Style