SEGMENTATION AND POSITIONING – PEER EVALUATION

TEAM ASSSESSED\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
CLIENT\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_REVIEWING TEAM\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Use the grid below to assess two other team’s segmentation and positioning sections of their Strategic Marketing Plan. Make sure you are familiar with their SWOT and Current Situation Analysis.

REVIEW IN DEPTH the POSITIONING AND SEGMENTATION Section and EVALUATE AS PER THE FOLLOWING GRID. Please note you may need to refer to the Situational Analysis and/or SWOT Analysis to determine appropriateness, alignment and fit.

|  |  |  |  |
| --- | --- | --- | --- |
| Report Presentation | Spelling, referencing, quality, look and readability |  | 10 |
| Content | Appropriateness of Strategies, Alignment with SWOT and Situation Analysis? |  | 20 |
| Extrapolation | Uses information/references from beyond the case to support ideas. Strategies are well supported by peer reviewed research as well as industry research |  | 20 |
| Marketing Logic | Ability to use marketing concepts and strategic theory to present solutions |  | 20 |
| Creativity | Ability to think “out-of-the-box” and/or create new ideas to solve the marketing issues. |  | 30 |
| TOTAL |  |  | 100 |

COMMENTS/SUGGESTIONS (See the back as well, if needed):

Content:

Extrapolation:

TEAM ASSSESSED\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
CLIENT\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_REVIEWING TEAM\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing Logic:

Creativity:

SUMMARY: