



ANALYZING THE MARKET AS AN OPPORTUNITY

Unit 2: ANALYZING THE MARKET AS AN OPPORTUNITY

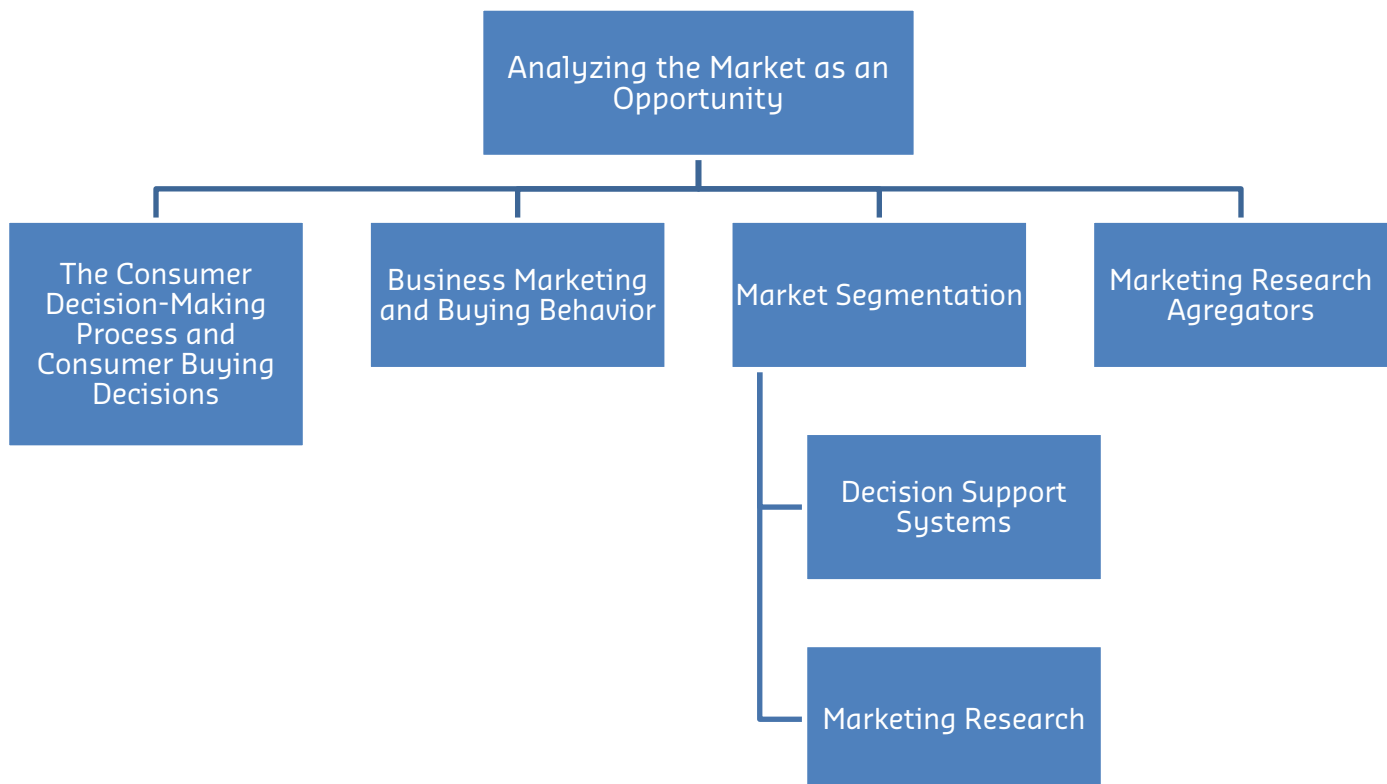
UNIT II: INTRODUCTION

Knowing the consumer and understanding their behavior in the market becomes one of the key premises of Marketing because it will not only facilitate the proper positioning of products, or select a successful target market, it also provides the necessary knowledge for the adaptation or development of new products that truly meet the needs of consumers and provide them with that empathy they seek in brands.

UNIT OBJECTIVE

Identify and understand the importance of consumer behavior as well as learn bases for segmentation market and marketing research.

MAP CONTENT



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UNIT EVALUATION

EVALUATION	POINTS
Activity: Consumer Behavior	5
Activity: Concept map – Market Research	5
UNIT EVALUATION	5
TOTAL	15

UNIT ACTIVITIES

TOPIC	SUBTOPIC	ACTIVITIES
The Consumer Decision-Making Process and Consumer Buying Decisions		Activity: Consumer Behavior
Marketing Research Agregators		Activity: Concept Map – Market Research