Identifying the TM and 4 P’s of Marketing  
Car Modeling Assignment  
  
You are going to be researching an assigned car manufacturer. We can learn a lot about marketing by looking at different products and who those products have been made for. If the car industry didn’t use target marketing then we would not see the variety of product offerings. Think about it. If car companies followed a mass marketing strategy then they would make one product, in one color, at one price and try to sell it to everyone. This is NOT THE CASE..

My Name : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_My Assigned Car Manufacturer : \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Assignment:**

Pick **four** different models that the manufacturer offers  
Complete **three** slides per car

1. Create a customer profile for each car (utilize all 4 forms of segmentation)
2. Determine the marketing mix for each car
3. Identify 5 features that the car has that you feel appeal most to the target consumer

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| --- | --- | --- |
| Requirements | Possible Points | Points Earned/Notes |
| Title Slide | 10 |  |
| Car 1  TM description  Marketing Mix  Features | 20  20  10 |  |
| Car 2  TM description  Marketing Mix  Features | 20  20  10 |  |
| Car 3  TM description  Marketing Mix  Features | 20  20  10 |  |
| Car 4  TM description  Marketing Mix  Features | 20  20  10 |  |
| **Total** | 210 |  |

