# Individual Assignment: Product Positioning

## Purpose of Assignment

Product positioning analysis is important because it requires students to take the longer view and see that the client’s work with strategies and consumer behavior concepts goes only so far by itself. The world is a complex place and positioning between direct competitors as well as more tangential substitutes can be key to succeeding and staying ahead in the marketplace.

# Grading Guide

| ***Content*** | *Met* | *Partially Met* | *Not Met* | Comments: |
| --- | --- | --- | --- | --- |
| The student researches the product positioning of similar products to determine the best positioning for their client’s product, and explain your findings. |  |  |  |  |
| The student recommends a product positioning strategy for the client company, and explains why the strategy is the optimal choice. |  |  |  |  |
| The student explains how the promotional strategies are expected to influence consumer decision making within the targeted market group. |  |  |  |  |
| The student discusses how environmental factors, cultural differences, and reference groups have an impact on the positioning |  |  |  |  |
| The paper is no more than 1,050 words in length. |  |  |  |  |
|  |  | ***Total Available*** | ***Total Earned*** |  |
|  |  | 85 | #/85 |  |

| ***Writing Guidelines*** | *Met* | *Partially Met* | *Not Met* | Comments: |
| --- | --- | --- | --- | --- |
| The paper—including tables and graphs, headings, title page, and reference page—is consistent with APA formatting guidelines and meets course-level requirements. |  |  |  |  |
| Intellectual property is recognized with in-text citations and a reference page. |  |  |  |  |
| Paragraph and sentence transitions are present, logical, and maintain the flow throughout the paper. |  |  |  |  |
| Sentences are complete, clear, and concise. |  |  |  |  |
| Rules of grammar and usage are followed including spelling and punctuation. |  |  |  |  |
|  |  | ***Total Available*** | ***Total Earned*** |  |
|  |  | 35 | #/35 |  |

| **Assignment Total** | **#** | **120** | **#/120** |  |
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| Additional comments: | | | | |