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TRAINING SERIES
**BUILDING AN EFFECTIVE MARKET
SEGMENTATION: A RESEARCH ROADMAP**

CHICAGO, IL NOVEMBER 6-7
BOSTON, MA NOVEMBER 18-19
SAN DIEGO, CA DECEMBER 4-5

To register visit www.MarketingPower.com/fssegmentation
or call 800.AMA.1150.



BUILDING AN EFFECTIVE MARKET SEGMENTATION: A *RESEARCH ROADMAP*

AMERICAN MARKETING ASSOCIATION
TRAINING SERIES

CHICAGO NOV 6-7 | BOSTON NOV 18-19 | SAN DIEGO DEC 4-5

This hands-on, in-depth technical training session will help you maximize your marketing efforts by identifying opportunities for meeting consumer wants successfully in increasingly dynamic competitive environments.

LEARN THE ANSWERS TO:

- What does the diversity of wants in our market mean to our business?
- What is the most effective way to segment our present and potential customers?
- How do we develop an actionable market segmentation solution?



BUILDING AN EFFECTIVE MARKET SEGMENTATION: A RESEARCH ROADMAP

THE FUNDAMENTAL IDEAS BEHIND MARKET SEGMENTATION ARE SIMPLE:

- In broad markets consumers are diverse in their wants
- Homogeneous subgroups of consumers (segments) can be identified
- Targeting one or more of these segments yields the greatest opportunity to serve customers effectively

The process of developing and implementing a useful market segmentation is difficult, requiring dedication and a significant investment of resources. Despite the many challenges inherent in market segmentation analysis and implementation, it can give a company a substantial competitive advantage.

This interactive two-day course includes in-depth discussion of all aspects involved in the process of developing an effective market segmentation solution. The approach is research methods-oriented, emphasizing technical aspects of segmentation solution development with a concentration on practical applications. The course focuses on how to create an actionable segmentation solution with a secondary emphasis on implementation processes. Real-world examples of segmentation solution development will be used to illustrate principles and techniques discussed in the course. Although there will be discussion of business-to-business segmentation examples, more emphasis is given to consumer segmentation.

WHO SHOULD ATTEND:

Market research managers and analysts, marketing managers and advertising professionals.

PRIOR KNOWLEDGE REQUIRED:

A fundamental understanding of marketing is needed. A basic course in statistics is highly desirable, as is familiarity with research data and analysis.

BENEFITS OF ATTENDING:

After completing this course, attendees will be able to design and implement improved segmentation projects that provide useful and actionable results. Attendees will achieve a better understanding of:

- How to link market segments to buying behaviors and obtain more actionable segmentations
- How to avoid common pitfalls in segmentation studies
- How cluster analysis, latent class analysis, and tree analysis are used to develop segmentations
- How to evaluate alternative segmentations to achieve the objectives of your or your client's organization

ABOUT THE INSTRUCTORS

Jaqueline M. Dawley, Ph.D., has completed market segmentation work for a wide variety of businesses and is a frequent national speaker on market segmentation. She is president of Insight Analysis, a consulting firm that specializes in the use of multivariate statistical analyses for marketing research applications.

Lynn DeVon, Ph.D., is president of Decisive Information Group, a research-based marketing consulting firm specializing in helping companies get the greatest return on their research investment. Lynn has helped numerous companies develop and implement segmentation solutions.

DAY 1

8:00 – 8:30 AM CONTINENTAL BREAKFAST

8:30 – 12:00 PM OVERVIEW

- Course Objectives
- Participant Expectations

SEGMENTATION AND STRATEGIC MARKETING

- Benefits of Segmentation
- Barriers and Limitations

REQUIREMENTS FOR EFFECTIVE SEGMENTATION

TYPES OF SEGMENTATION

- A Priori Versus Post Hoc
- Key Terms

THE SEGMENTATION PROCESS

CONSUMER DECISION-MAKING AND SEGMENTATION

- Risk and Involvement
- Category Differentiation
- Product Life Cycle

12:00 – 1:00 PM LUNCH

1:00 – 5:00 PM BASES FOR MARKET SEGMENTATION

- Observable Versus Unobservable
- General Versus Specific
- Joint Segmentation
- Consumer Segments Versus Business Segments

DESIGNING A SEGMENTATION STUDY

- Market Definition
- Measurement and Inputs
- Research Methods and Sampling

DEVELOPING SEGMENTATION SOLUTIONS

- Data Preparation and Exploration
- Measurement, Variability and Standardization

ALTERNATIVE SEGMENTATION METHODS

- Overview of Analytic Procedures
- Predictive Versus Descriptive

INTRODUCTION TO HOMEWORK ASSIGNMENT

DAY 2

8:00 – 8:30 AM CONTINENTAL BREAKFAST

8:30 – 12:00 PM SEGMENTATION DEVELOPMENT TOOLS

- Cluster Analysis
- Tree Analysis
- Latent Class Analysis
- Other Approaches

EVALUATING SEGMENTATION SOLUTIONS

- Segment Number and Size
- Within Segment Similarity
- Differentiation Across Segments
- Segmentation Performance on a Criterion

12:00 – 1:00 PM LUNCH

1:00 – 5:00 PM PROFILING SEGMENTS

- Bivariate Methods
- Multivariate Methods
 - Discriminant Analysis
 - Tree Analysis

SEGMENT SOLUTION VALIDITY AND RELIABILITY

SEGMENT CLASSIFICATION AND USE

PUTTING IT ALL TOGETHER:

- In-Class Development of a Segmentation Solution
- Tips and Tools for Effective Implementation

SUMMARY/QUESTIONS AND ANSWERS

LOCATIONS

NOVEMBER 6–7
CHICAGO, IL
Gleacher Center

NOVEMBER 18–19
BOSTON, MA
Batterymarch Conference Center

DECEMBER 4–5
SAN DIEGO, CA
Hilton San Diego Gaslamp Quarter

PRICING

MEMBER \$1475
NON-MEMBER \$1725

Join AMA today and save on event registration!

EARLY REGISTRATION DEADLINES

CHICAGO OCTOBER 6
BOSTON OCTOBER 20
SAN DIEGO NOVEMBER 4

Please add an additional \$100 to price after the early registration deadline.

TO REGISTER VISIT

www.MarketingPower.com/tssegmentation or call 800.AMA.1150.