**STRATEGIC MARKETING**

**Learning Outcome 1: Activity 3**

**GROUP ACTIVITY**

**Understanding market strategies**

In groups, prepare a thorough presentation on your assigned market strategy: Leaders, Nichers, Challengers or Followers.

Be as detailed as possible, incorporating the sections below, and take care to make the presentation interesting for your fellow learners, and ensure everyone has the chance to speak. Use your Study Guide, reading lists and the Internet to help aid your research.

You may prepare a visual accompaniment such as a presentation if you think it suitable.

Be prepared to lead in a discussion about the effectiveness of this market strategy with your class afterwards.

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| Define your assigned market strategy |
| How to recognise this market strategy |
| When is this market strategy appropriate? |
| Case studies - this market strategy in action, including evaluation of success |
| Benefits and considerations of this market strategy |