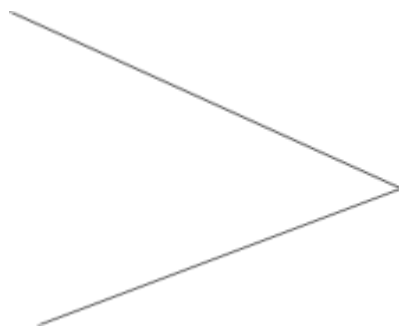


Directions: In some type of presentation software preferably Google slides, Write the word, define the term in YOUR OWN WORDS, find a picture that represents the word to you. (1 term, definition and picture per slide)

1. Marketing Segmentation
2. Demographic Segmentation
3. Psychographic Segmentation
4. Geographic Segmentation
5. Usage Segmentation
6. Undifferentiated Marketing
7. Differentiated Marketing
8. Concentrated Marketing
9. Buyer Persona
10. Identifiable
11. Sizeable
12. Stable
13. Accessible
14. Congruent



As it pertains to Target Marketing