

Week 9 Assignment 2 Submit Here**Assignment 2: Who uses personal care products?**

Due Week 9 and worth 300 points

For this assignment, you work for the marketing manager of an organization that is going to launch a new line of personal care products in the U.S. market. The proposed target market will be males, between 18 and 35 years old, and price points will cover income ranges from lower to mid-level. Distribution is planned to take place in drugstores, grocery stores, and stores such as Wal-Mart and Target, with the primary retailer carrying the full product line being drugstores. You have been tasked with a consumer behavior analysis to help make marketing decisions.

Write a four to five (4-5) page paper in which you:

1. Propose a type of message appeal to be used in the advertising, making sure to explain the rationale behind the appeal.
2. Analyze the different cultures this product will appeal to and make recommendations on which three (3) would be the best choice.
3. Decide which microcultures and additional demographics should be targeted.
4. Suggest ways to utilize group influence in the marketing of the product.
5. Create a plan to address need recognition, search behavior, and getting the product into the consumers' consideration set.
6. Use at least two (2) quality references. Note: Wikipedia and other Websites do not qualify as academic resources.

Your assignment must follow these formatting requirements:

- This course requires use of new [Strayer Writing Standards \(SWS\)](#). The format is different than other Strayer University courses. Please take a moment to review the SWS documentation for details.
- Be typed, double spaced, using Times New Roman font (size 12), with one-inch margins on all sides; citations and references must follow SWS. Check with your professor for any additional instructions.
- Include a cover page containing the title of the assignment, the student's name, the professor's name, the course title, and the date. The cover page and the reference page are not included in the required page length.

The specific course learning outcome associated with this assignment is:

- Formulate a profile of likely purchasers of a new product and strategies for bringing the product into consumers' consideration set.

Click [here](#)

to view the assignment rubric.

Assignment Help

[Click here to view a video on submitting a clickable rubric assignment](#)

Grading for this assignment will be based on answer quality, logic / organization of the paper, and language and writing skills, using the following rubric.

Points: 300		Assignment 2: Who uses personal care products?			
Criteria	Unacceptable	Meets Minimum Expectations	Fair	Proficient	Exemplary
1. Propose a type of message appeal to be used in the advertising, making sure to explain the rationale behind the appeal. Weight: 15%	Below 60% F Did not submit or incompletely proposed a type of message appeal to be used in the advertising; did not submit or incompletely made sure to explain the rationale behind the appeal.	60-69% D Insufficiently proposed a type of message appeal to be used in the advertising; insufficiently made sure to explain the rationale behind the appeal.	70-79% C Partially proposed a type of message appeal to be used in the advertising; partially made sure to explain the rationale behind the appeal.	80-89% B Satisfactorily proposed a type of message appeal to be used in the advertising; satisfactorily made sure to explain the rationale behind the appeal.	90-100% A Thoroughly proposed a type of message appeal to be used in the advertising; thoroughly made sure to explain the rationale behind the appeal.
2. Analyze the different cultures this product will appeal to and make recommendations on which three (3) would be the best choice. Weight: 20%	Did not submit or incompletely analyzed the different cultures this product will appeal to; did not submit or incompletely made recommendations on which three (3) would be the best choice.	Insufficiently analyzed the different cultures this product will appeal to; insufficiently made recommendations on which three (3) would be the best choice.	Partially analyzed the different cultures this product will appeal to; partially made recommendations on which three (3) would be the best choice.	Satisfactorily analyzed the different cultures this product will appeal to; satisfactorily made recommendations on which three (3) would be the best choice.	Thoroughly analyzed the different cultures this product will appeal to; thoroughly made recommendations on which three (3) would be the best choice.
3. Decide which microcultures and additional demographics should be targeted. Weight: 15%	Did not submit or incompletely decided which microcultures and additional demographics should be targeted.	Insufficiently decided which microcultures and additional demographics should be targeted.	Partially decided which microcultures and additional demographics should be targeted.	Satisfactorily decided which microcultures and additional demographics should be targeted.	Thoroughly decided which microcultures and additional demographics should be targeted.
4. Suggest ways to utilize group influence in the marketing of the product. Weight: 15%	Did not submit or incompletely suggested ways to utilize group influence in the marketing of the product.	Insufficiently suggested ways to utilize group influence in the marketing of the product.	Partially suggested ways to utilize group influence in the marketing of the product.	Satisfactorily suggested ways to utilize group influence in the marketing of the product.	Thoroughly suggested ways to utilize group influence in the marketing of the product.
5. Create a plan to address need recognition, search behavior, and getting the	Did not submit or incompletely created a plan to address need recognition,	Insufficiently created a plan to address need recognition,	Partially created a plan to address need recognition,	Satisfactorily created a plan to address need recognition,	Thoroughly created a plan to address need recognition,

product into the consumers' consideration set.	search behavior, and getting the product into the consumers' consideration set.	and getting the product into the consumers' consideration set.	product into the consumers' consideration set.	and getting the product into the consumers' consideration set.	and getting the product into the consumers' consideration set.
Weight: 20%					
6. 2 references	No references provided	Does not meet the required number of references; all references poor quality choices.	Does not meet the required number of references; some references poor quality choices.	Meets number of required references; some references high quality choices.	Meets number of required references; all references high quality choices.
Weight: 5%					
7. Clarity, writing mechanics, and formatting requirements	More than 8 errors present	7-8 errors present	5-6 errors present	3-4 errors present	0-2 errors present
Weight: 10%					