

# POSITIONING ASSIGNMENT

During this exercise, you will discover how to target specific segments and develop a positioning strategy that appeals to those segments. Your assignment is to apply these critical concepts to your marketing plan. First, refer back to the career objectives (E.g., what company you want to work for) that you have already developed.

Next, think about and clearly articulate how you will position yourself for your target market. There are a limited number of openings for good jobs and quality graduate schools. To maximize your chances of success, you must plan ahead and use the marketing strategies you have learned to position yourself properly in a very competitive environment. You should ask yourself questions such as:

- How can I best position myself for a job with one of these organizations or gain credibility among venture capitalists that I want to invest in my new business?
- What classes have I taken or what experiences have I had that position me for the graduate school I want to attend.
- If you don't have any experience, then what do you need to do in order to create the perception that you are qualified?

You may want to research how others have successfully positioned themselves in competitive industries. How did they create the perception that they provided a competitive advantage? Did they utilize networks or certain relationships?

**Your Task:** Write a one-paragraph personal positioning statement that includes succinct answers to these questions, as well as others you feel are pertinent.