

# **Marketing Management Task**

11 Jan 2020

By Group: Make Presentation with subject below

- Tahapan dalam *market segmentation*
- *Targeting* dan *positioning*
- Dasar segmentasi
- Pola-pola pilihan pasar sasaran
- Strategi *positioning*

All task has to be submitted at latest 10.30 pm on 11 Jan 2020

[andri.budi@dewantara.ac.id](mailto:andri.budi@dewantara.ac.id)

[andri.budi37@gmail.com](mailto:andri.budi37@gmail.com)