**Market Segmentation for the Top 25**

Directions: Pick a college basketball team which is currently ranked in the Top 25 (<http://www.usatoday.com/sports/ncaab/polls/> ). Research market segmentation on the city where your college basketball team is located and fill in the information below. If it is a college town you may be doing research about the segmentation of the university itself. **(DO NOT COPY AND PASTE)** This research should be thorough. Use (type out) the template below. This document should be a full page. Then, create an attractive and informative flyer (digital or hand designed) which showcases the most important part of your findings. Make sure to define the market segmentation concepts before getting started. Also, be sure to site your sources for your research.

Due next class: this completed document and a one page flyer.

**Template**

**Review of Concepts (Write definitions below)**

Market Segmentation:

Demographic:

Geographic:

Psychographic:

**Research**

Team Picked: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Ranking: \_\_\_\_\_\_\_ City: \_\_\_\_\_\_\_\_\_\_\_\_\_

Demographic:

Source(s):

Geographic:

Source(s):

Psychographic:

Source(s):