**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: (I’m not doing this part for you…)

Demographic: (You have to fill in this info for yourself…)

Geographic: (Preferably in your own words!)

Psychographic: (You copy and paste…you get a zero)

**Research**

Team Picked: Baylor University! (Who else?!) Ranking: 21 City: Waco/sometimes Wacko ☹

Demographic: Waco’s population is roughly 120,000 people. Of these 120,000 people, around 45% are White, 22% Black and 29% Hispanic. While Waco boasts one of the most expensive universities in the state of Texas, statistics show that the poverty level is nearly double that of the national US average. Most recently, the median household income was roughly $32,650 while the national median household income was $51,900. While educational opportunities abound in this area, both the high school and college graduation rates are at least 5% below the national average. The median age of Waco is 33 years old whereas the national average is 37. You could probably attribute this to the college age students which bring the average down.

Source(s): <http://quickfacts.census.gov/qfd/states/48/4876000.html>, http://www.realtor.com/local/Waco\_TX/lifestyle

Geographic: Waco is located in central Texas. The climate of Waco is semi-tropical with mild winters. Waco has 3 airports, 7 major highways and has both local and countrywide bus service. Waco has a total land area of 95.5 miles and is roughly 12% water. The Brazos River stretches nearly 7 miles through Waco from Baylor University to Cameron Park Zoo.

Source(s): http://en.wikipedia.org/wiki/Waco,\_Texas

Psychographic: Waco is known for its education (Baylor, McClennan Community College, and Texas State Techinical College), parks and recreation as well as its museums (Dr. Pepper Museum, Texas Sports Hall of Fame, Mayborn Museum). Surprisingly Waco is known for the Cameron Park Zoo. Waco also has many historical structures like the ALICO building which was once the tallest building in the Southwest. With its rich history and beautiful landmarks, Waco might be a great place for history buffs and/or for those that enjoy the outdoors by walking or jogging. On the downside, Waco has a high crime rate that in some instances doubles the national average. There is much generational poverty which lends itself to people pursuing lives of drugs and crime. People who live in Waco enjoy partaking in local athletics. Many people in the community enjoy supporting Baylor athletics specifically.

Source(s): <http://www.realtor.com/local/Waco_TX/lifestyle>

**(Here you would create your flyer separately using any program you would like. If I were to actually create my Baylor/Waco Flyer it would have the Baylor Logo, a picture of the Baylor Bears, pictures of the landmarks and/or attractions, the official Waco seal and any other things that I think might attract people to Waco! I would probably leave out all of the crime stuff on this though…)**