**Market Segmentation** – the focus of the course is on identifying groups of consumers, understanding their characteristics, and finding ways to target these groups.

**EXTERNAL INFLUENCES**

- Communication and persuasion – how do others reach you and affect you.

- Groups – what impact do the family and other reference groups have on you?

- Social class – how does your relative standing in society affect you?

- Culture – how does society affect you (the culture as well as sub-cultures)?

**INTERNAL FACTORS**

- Motivation – What are you looking for out of life?

- Personality – how do you respond to the world?

- Perception – how do you see the world and sense those things, which touch you – the filter?

- Learning – how do you take it in and process information? What do you know?

- Attitudes – how do you feel about things?

**Life Style** – What are your activities, interests, and opinions?

**Decision making** – how do all of these things affect your decisions, purchasing behavior, and consumption patterns?