# **Module 2 Study Guide - Learning Objectives**

***Please read the study guide (learning objectives) before completing the reading for each module. This will help you focus on the most important concepts in each module.***

1. Differentiate between market targeting, segmentation, and positioning.
2. Differentiate between different types of segmentation:
   1. Demographic
   2. Geographic
   3. Psychographic
   4. Behavioral
3. Recognize variables used for different types of segmentation.
4. Define behavioral targeting.
5. Discuss why marketers conduct marketing research before developing a media mix strategy.
6. Differentiate between secondary and primary data.
7. Recognize different elements of the consumer decision-making process.
8. Differentiate between and recognize different factors influencing consumers:
   1. Personal factors
   2. Psychological factors
   3. Social factors
   4. Situational factors
9. Define and recognize an example of cognitive dissonance.
10. Conduct secondary research.