

You have been hired by the Wakanda Design Group to market one specialized tech created by Shuri. You will be expected to identify the **Four Marketing Principles** and the **Four Market Segmentations** for the product. You will develop a marketing development plan for the product to help launch it on the market. You will need to explain your Marketing Principles and explain how your identified market segmentations will help promote your product!



Write down notes from the film about the Wakandan tech that you chose. Keep an eye out for how it is used, who may be using it, and what features you see. You will be asked how to promote your product, so watch for special innovations that might be highlighted to increase the product sales for the item. Watching the film is your market research for your product - make sure you pay attention to the details.

Your final product needs to consist of a presentation that identifies the *Four P's of Marketing* and the *Market Segmentation* you see for your item. You will also need to create one promotional item for your product as a component of your marketing campaign.

	Possible Points	Points Received
Projected submitted by deadline	20	
Organization, Design, Presentation	20	
Four Marketing Principles Identified and Explained	30	
Four Market Segmentations Identified and Explained	30	
Total Points Earned	100	

Name _____ Date _____