

**PRINCIPLES OF MARKETING MKT201; SPRING 2016**  
**INSTRUCTOR: REBECCA MACLEOD**  
**POSITIONING MAP IN-CLASS GROUP ASSIGNMENT**  
**FEBRUARY 16, 2016**

In this exercise, you will practice plotting points on a positioning map. Working first individually, then in your small groups, please apply what you have learned about product positioning by determining where *Cadillac*, *Lexus*, *Rolls-Royce*, *Scion*, and *Toyota* appear on the below positioning map [Axis: Average US\$ Retail Price (high/low) vs. Luxury/Economy]. Please note that in this exercise, we are just comparing the aforementioned brands on price vs. perceived benefit; we are not looking at market share.

According to Motor Trend, below please find the average US\$ retail price of each car brand (2016 car models)

<b>Cadillac:</b>	\$51,300
<b>Lexus:</b>	49,000
<b>Rolls-Royce:</b>	345,500
<b>Scion:</b>	19,600
<b>Toyota:</b>	26,300

**Steps:**

1. By yourself, think about and write down where each of the aforementioned five car brands fall on the below positioning map according to its average US\$ retail price and its level of luxury/economy.
2. Get together with your group members sitting beside you.
3. As a group:
  - a. Share your list and discuss your thoughts and choices.
  - b. Reach a consensus on where the five brands appear on the positioning map.
  - c. Write each brand's position on the map using the 1st letter of the brand as the marking on the map (eg: "L" for Lexus).
  - d. Prepare a *summary* of your discussion (rationales behind your designations on the map and the process by which you reached consensus).
4. When I say "Go", one member from each group will approach the whiteboard. Group representatives will simultaneously place their results on the positioning map on the whiteboard using the 1st letter of the brand as the marking on the map. Each group will use a different color marker.
5. Write each of your names on the group assignment sheet and turn it in at the end of class.  
Thank you!

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**GROUP MEMBERS:**



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**SUMMARY:**