

6 STP(2)()

학습목표

1. STP
- 2.
- 3.
4. STP

학습내용

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- 2.
- 3.
4. STP

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- Maxim : 'Regular Instant'

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`Marlboro Man'

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(Determine the relevant Product/ market)
- 2)
(Identify the competitors)
- 3) 가
(Determine how consumers evaluate options)
- 4)
(Learn how competitors are perceived)
- 5)
(Identify gaps in positions held)
- 6)
(Plan and carry out the positioning strategy)
- 7)
(Monitor the position)

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1) (Repositioning) ?

2) (Repositioning)

- Miller High Life

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2.

(positioning map) -

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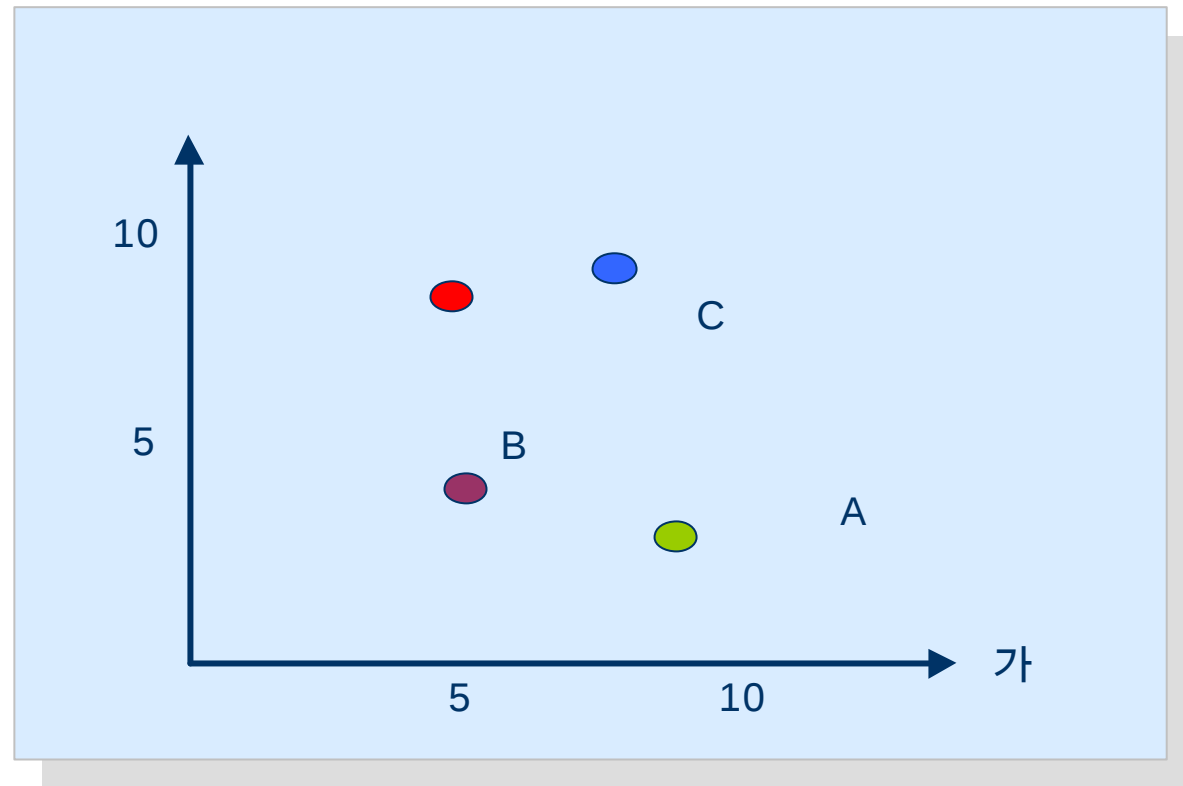
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	7	8	3	7	
	5	3	7	8	
	8	4	7	8	

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OB	7	4
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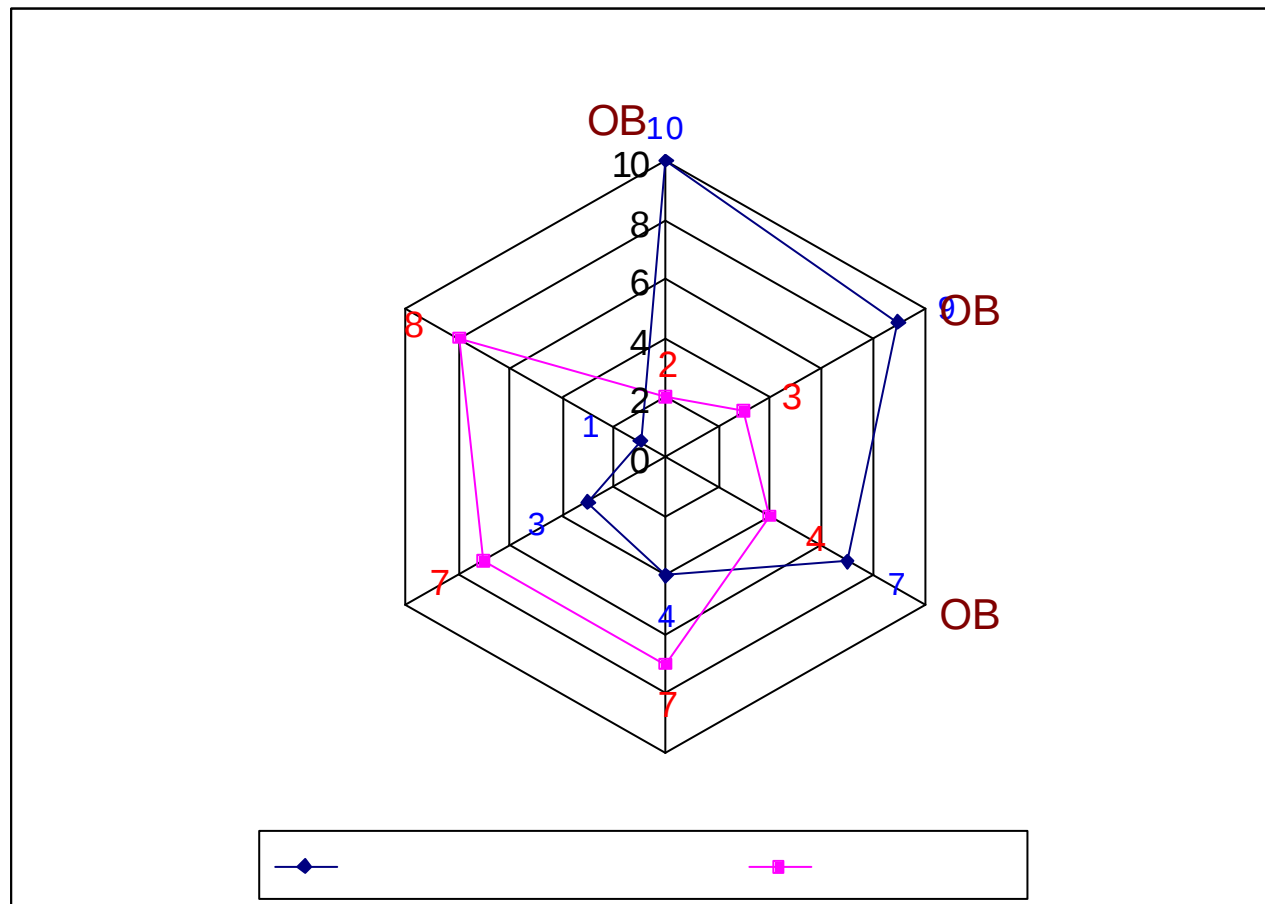
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4. STP

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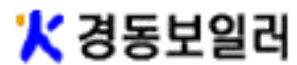
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4. STP

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4. STP

(3) STP

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