**Week 5 Discussion**

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"Market Segmentation, Targeting, Positioning and Competition"

Please respond to the following:

* Briefly describe a health care provider with which you are familiar and how that organization should position its offerings. From the e-Activity, determine how you would segment the market to conduct research for the health care providers products or service you found. And determine the most effective markets for their products/services. Explain your rationale. Provide specific examples to support your response.
* Referring to the same health care provider, determine the best way for that organization to analyze its competitors’ strategies, objectives, strengths, and weaknesses. Provide specific examples to support your response.

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Week 6

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* [4](https://blackboard.strayer.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_238392_1&nav=discussion_board&conf_id=_204404_1&forum_id=_2844629_1&message_id=_73388332_1)
* [5](https://blackboard.strayer.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_238392_1&nav=discussion_board&conf_id=_204404_1&forum_id=_2844629_1&message_id=_73388332_1)

"Product and Service Offerings; developing and branding new offerings"

Please respond to the following:

* From the e-Activity, determine the best way for the health care provider to distinguish and differentiate its product offerings from those of its competitors. Provide specific examples to support your response.
* Describe a novel product or service (please be as creative as you like) and briefly discuss a brand management strategy. Discuss the steps in the development process and identify the step that may pose a major challenge. Provide specific examples to support your response.

**Week 7 Discussion**

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* [2](https://blackboard.strayer.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_238392_1&nav=discussion_board&conf_id=_204404_1&forum_id=_2844634_1&message_id=_73388336_1)
* [3](https://blackboard.strayer.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_238392_1&nav=discussion_board&conf_id=_204404_1&forum_id=_2844634_1&message_id=_73388336_1)
* [4](https://blackboard.strayer.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_238392_1&nav=discussion_board&conf_id=_204404_1&forum_id=_2844634_1&message_id=_73388336_1)
* [5](https://blackboard.strayer.edu/webapps/discussionboard/do/message?action=list_messages&course_id=_238392_1&nav=discussion_board&conf_id=_204404_1&forum_id=_2844634_1&message_id=_73388336_1)

"Demand, Cost and Price Adaptation"  Please respond to the following:

* Referring to the same novel health care product or service you came up with last week (Week 6 Discussion), determine how you would assess demand for and the cost to produce your product or deliver your service and establish a price. Provide a rationale to support your response.
* Describe a situation that would require you to adapt the price of your product or service. Consider the impact of government and private payers on your pricing strategies. Provide specific examples to support your response.

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