

PADM 7040
Nonprofit Management
Dr. Jerry Merwin

Overview
Positioning and BRANDING
Chapter 6
(p. 166-177)

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Positioning

We all should now be familiar with segmentation. Ken's presentation gave us an overview of how organizations should approach target markets. This presentation covers the importance of positioning and branding an organization.

POSITIONING

- Nonprofit organizations compete just as for-profit organizations do.
- In their 1981 book , *Position: The Battle for Your Mind*, Al Ries and Jack Trout describe how **positioning** is used as a communication tool to reach target customers in a crowded marketplace.

www.quickmba.com/marketing/ries-trout/positioning