**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Entrepreneurship Ch. 4 –** [**Market Segmentation Review**](https://youtu.be/LbYv2RWE4Tk?si=jTPOTeCMs0EpR2mF)

Instructions - Watch the linked videos below on each type of Market Segmentation. Write down 3 points of information from each video.

* [Geographic Segmentation](https://youtu.be/8U2ZziVR8Y4?si=6Iq5BcnoOnpbHvr-)
* [Demographic Segmentation](https://youtu.be/EspZGdarnHM?si=dtGNbKtIzi3CT_w3)
* [Psychographic Segmentation.](https://youtu.be/bqjE6TLetFs?si=2Ecy6InIr8N5mFi6)
* [Behavioral Segmentation.](https://youtu.be/q2o4RtbBL9A?si=6LFqzgXemwbOujo_)