



SEMINAR OUTLINE

COURSE NUMBER:	DPS 52033 PTW01
COURSE NAME:	Defining Target Audiences and Creating Personas
METHOD OF DELIVERY:	ONLINE
INSTRUCTOR:	Laura Kloepfer
INSTRUCTOR CONTACT:	llkloepfer@gmail.com
DATES AND TIME:	January 19 & 26, 2021 2 Tues, 6:00 – 9:00 p.m. Winnipeg Time Check Nexus for Zoom details

This course will be offered in a blended format. Blended courses combine live virtual meeting and lecture times with independent study

SEMINAR MATERIALS: **Materials to be distributed during the seminar.**

SEMINAR DESCRIPTION:

Defining target audiences and creating personas is a business best practice. In this seminar, attendees will learn to understand the key steps in defining a target audience and how to develop effective personas to ensure the correct group is being targeted to achieve business goals.

LEARNING OUTCOMES:

On successful completion of this seminar, students should be able to:

- Identify and describe what a target audience is versus a buyer persona;
- Compile demographic and psychographic data on current customers or establish demographic and psychographic data for prospective customers;
- Research and compare their competition to further niche their audience;
- Create a target market statement;
- Know the key tactics to segment their target market into buyer personas;
- Build a detailed buyer persona for use in tailored marketing messages.

NEXUS:

Course materials, resources and assignments will be posted on Nexus, the online course management system, supporting the delivery of this course. Please use your WebAdvisor username and password to log in to Nexus system to retrieve these materials and to access important class communication. Not all part-time courses are posted on Nexus.

Important information regarding your UW student account can be found [here](#).

LECTURE SCHEDULE:

SCHEDULE DATES	LECTURE TOPICS
January 19 - Session One	Students will learn the difference between target audiences and buyer personas and how to define a target audience using demographic and psychographic data. At the end of the session, students will be given time to create a target market statement and will be asked at random to share with the class for discussion.
January 26 - Session Two	Students will learn how to segment their target market into buyer personas and how to use specific market tools to do this. At the end of the session, students will build detailed buyer personas and be asked at random to share with the class for discussion.

DISCLAIMER:

Please consider this course outline as a general guide. Time constraints and other unforeseen factors may require some adaptation of the course materials.

METHODS OF EVALUATION

VALUE	ITEM OF WORK	DUE DATE
This course is graded on a Pass/Fail basis.	To receive a Pass students must turn on their cameras during the session so that attendance can be noted, participate in the discussion activities	N/A

This workshop/seminar is graded on the basis of Pass – Fail. A minimum attendance of 75% is required to receive a Pass.

Remember to complete your course evaluation immediately after this course is complete. We take your feedback very seriously and use it to continually improve our courses and programs.

- **Full time course evaluations are available on NEXUS**
- **Part time and online course evaluations will be emailed to you**

PARTICIPATION:

Participation is an important component of a meaningful learning process. Contributions to class activities, group work, and class discussion will enhance your academic success and contribute to a more positive and productive learning environment.

STUDENT HANDBOOK AND ACADEMIC REGULATION AND POLICY INFORMATION:

Please refer to the [Student Handbook](#) on the UWinnipeg PACE website for academic regulation policy information.

These policies are intended to provide general academic information. **It is the students' responsibility to read the academic policies outlined in the PACE Student Handbook for all University of Winnipeg Academic regulation and policy information.** The PACE Handbook contains important information regarding academic disciplinary policies and processes, appeals, code of conduct, and graduation.

UWINNIPEG RESPECTFUL LEARNING POLICY:

All students, faculty and staff have the right to participate, learn and work in an environment that is free of harassment and discrimination. The UW Respectful Working and Learning Environment Policy may be found online at www.uwinnipeg.ca/respect.

ACADEMIC ACCOMMODATIONS:

Students with documented disabilities, temporary or chronic medical conditions, requiring academic accommodations for tests/exams (e.g., private space) or during lectures/laboratories (e.g., note-takers) are encouraged to contact Accessibility Services (AS) at 786-9771 or accessibilityservices@uwinnipeg.ca to discuss appropriate options. All information about a student's disability or medical condition remains confidential. <http://www.uwinnipeg.ca/accessibility>.

Letter Graded	Percentage	GPA	
A+	96-100	4.50	<u>Pass/Fail</u>
A	91-95	4.00	P Pass
A-	83-90	3.75	F Fail
B+	75-82	3.50	<u>Non-Graded</u>
B	70-74	3.00	CP Certificate of Participation (75% Attendance)
C+	66-69	2.50	NC No Certificate of Participation
C	57-65	2.00	<u>Special Designations</u>
D	50-56	1.00	I Incomplete
F	<50	0.00	TC Transfer Credit
			S Standing

DISCLAIMER:

Please retain a copy of this course outline for reference purposes and/or future academic endeavor.

Note: PACE archives course outlines in PDF format for a period of five years and charges an administrative fee for archived course outline requests.