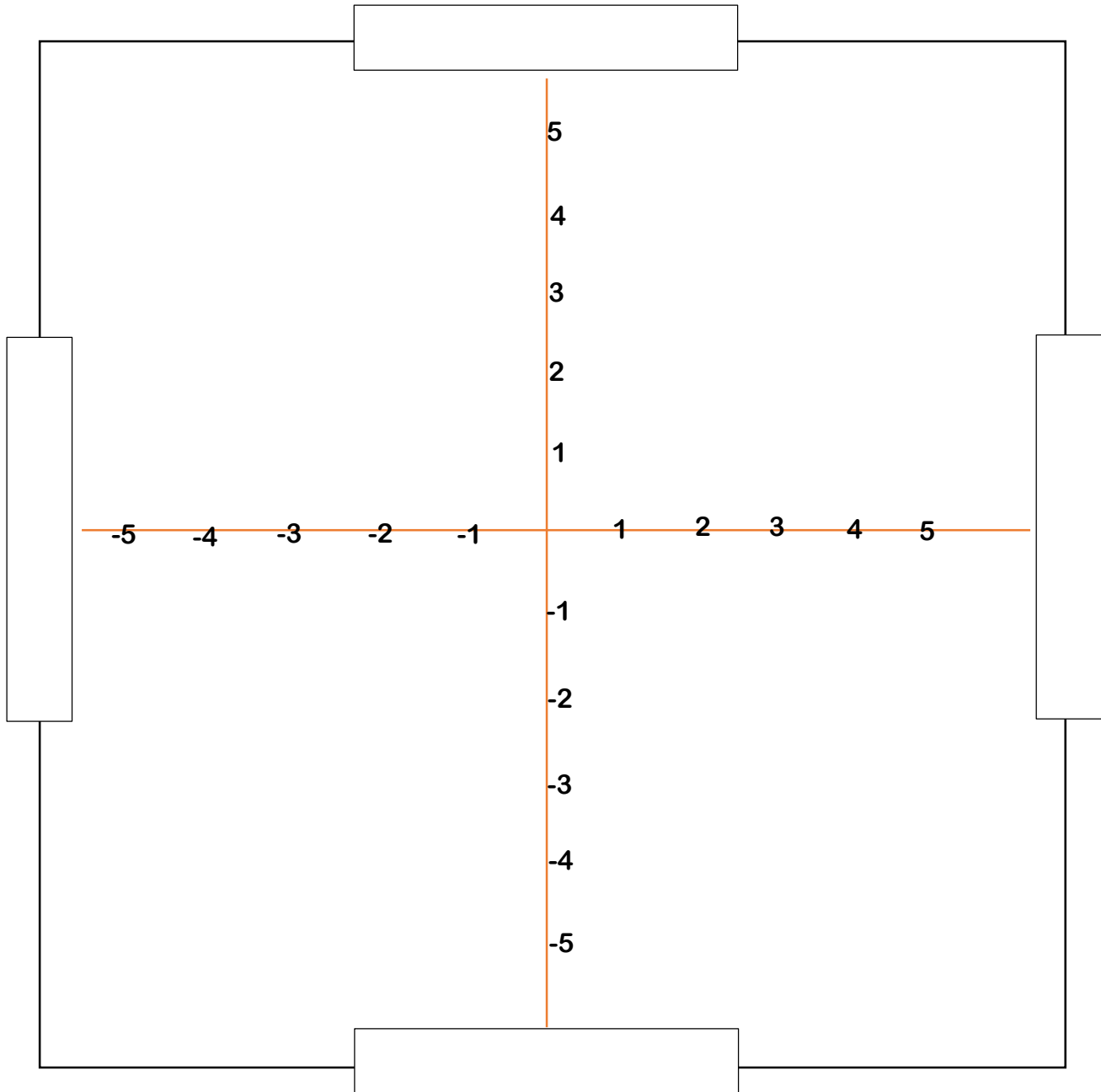


Making a Perceptual Map

Pick a company or organization. Prepare a perceptual positioning map using the students in your group. Find two measurements you wish to apply to the company and select words that are opposite for each end of the axis (such as “very convenient” and “not convenient”). Measure the perceptions of each group member and plot them on the map. Do this for both your chosen company AND as many of its competitors as you can. Mark degrees of positive perception to the right and to the top of the axis. Negative perceptions move to the left and to the bottom.



Group members (first name & Last initial):
