

Creating a Perceptual Map

Your task here is to construct a perceptual map, based on your understanding of 10 different university subjects. While it is not strictly a business exercise, this activity is an excellent way of understanding the concept of constructing a perceptual map.

It will help if you select two distinguishing (determinant) attributes for the map's axes. Remember there is no right or wrong solution, as a perceptual map is designed to visually show perceptions (that is, your understanding).

Please plot these 10 subjects onto a perceptual map:

1. Marketing
2. Marketing research
3. Statistics
4. Financial management
5. Accounting
6. Law
7. Management
8. Human resources
9. Marketing strategy
10. Consumer behavior

Student Discussion Questions

1. Which two determinant attributes did you select for the perceptual map?
2. Do you think that the map demonstrates significant differences between your perception/understanding of these subjects?
3. In what ways does your map differ from the maps of your fellow students? Why would you expect this to happen?