

Name: \_\_\_\_\_

Period: \_\_\_\_\_

# Introduction to Marketing

1. List three places you see marketing: \_\_\_\_\_, \_\_\_\_\_,  
\_\_\_\_\_

2. What are the 4 P's of Marketing?

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_



## PRODUCT

3. Product (definition):

\_\_\_\_\_

4. What is a good? \_\_\_\_\_

a. Give one example of a good: \_\_\_\_\_

5. What is a service? \_\_\_\_\_

b. Give one example of a service: \_\_\_\_\_

6. What is an idea? \_\_\_\_\_

c. Give one example of an idea: \_\_\_\_\_

7. What is a target market? \_\_\_\_\_

d. If you were to create a product, who would be your target market? \_\_\_\_\_

## PRICE

8. Price (definition):

\_\_\_\_\_

9. What is Production Cost? \_\_\_\_\_

10. What is Selling Price? \_\_\_\_\_

11. What is Profit? \_\_\_\_\_

12. How is Profit calculated? \_\_\_\_\_

13. Why is competition important? \_\_\_\_\_

**PROMOTION**

14. Promotion (definition):

\_\_\_\_\_

15. Why do companies use promotions (what is the goal)?

\_\_\_\_\_

16. What is a slogan? \_\_\_\_\_

17. What is a logo? \_\_\_\_\_

18. What is a jingle? \_\_\_\_\_

**PLACE**

19. Place (definition):

\_\_\_\_\_

20. What is another word for place? \_\_\_\_\_

21. What are four steps in the distribution process?

\_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

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Discuss the following as a class:

22. In your own words, how do price, product, promotion, and place impact the success of a business? \_\_\_\_\_

23. How do you think advertising and promotion, used in social media and digital media, drive profit?

\_\_\_\_\_  
\_\_\_\_\_

