

Name: _____

Period: _____



4 P's of Marketing

1. List three places of advertising: _____, _____, _____
2. What are the 4 P's of Marketing?

Product -- _____

Price -- _____

Promotion-- _____

Place-- _____

PRODUCT

2. Products can be _____ or _____
3. What is a target market? _____
4. What are three factors in a target market?
 1. _____
 2. _____
 3. _____

PRICE

6. How is Profit calculated? _____
7. What is a patent?

PROMOTION

7. Slogan: _____
8. Jingle: _____
10. Draw a logo from a product not mentioned in the slides.



PLACE

11. What is another word for place? _____
12. What are four steps in the distribution process?