

## Business/Marketing Virtual Learning

# 11-12 grade College Business

**April 13, 2020**



**Date must  
correlate with  
when it would  
be on ISD  
website**

Lesson: [April 13, 2020]



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**Objective/Learning Target:**

Review and Analyze the Nature and Basics of Marketing

# Let's Get Started

Watch this Video:

[Introduction to Marketing](#)



# Summary and Review of the Nature of Marketing

Marketing, which links producers with the customers who want to buy their products, involves a wide range of interrelated activities. These include planning the logistics of the marketing process, finding out who customers are and what they want, offering the products customers want, determining how much to charge for the products, communicating with customers, and putting products where they need to be. Almost anything—goods, services, organizations, events, places, ideas, and people—can be marketed, in almost any situation, by almost anybody.

**PLEASE REVIEW LESSONS #1 - #5**

# ACTIVITY #6

In your Journals, please respond in your own words, to the following:

- 1) Explain why marketing is like matchmaking.
- 2) Why is planning such an important part of marketing?
- 3) What information do marketers need to find out about customers?
- 4) What activities are involved in offering the products customers want?
- 5) How do marketers determine how much charge for their products?
- 6) Identify four ways in which marketers communicate with customers.
- 7) Why is putting products where they need to be important to marketers?
- 8) What are the categories of products that can be marketed? Then, give an example for at least 3 of the categories.