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Marketing Chapter

1. What is marketing
2. What are 3 different marketing activities
3. What do 2 other examples of marketing activities include?
4. How do businesses use marketing when they gather data on consumer needs?
5. What do businesses market?
6. What are the 7 marketing functions?
7. What is distribution?
8. What is financing?
9. What is marketing information management?
10. What is pricing?
11. What is product/service management?
12. What is promotion?
13. What is selling?
14. What is marketing planning?
15. How can you develop a successful marketing strategy?
16. What is the marketing mix?
17. What 5 things do you have to do for consumer decision making?
18. What are buying motives?