

Student _____

Date _____

Class _____

Teacher _____

Graphic Organizer Section 1.1

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MARKETING AND THE MARKETING CONCEPT

Graphic Organizer

Directions: Draw an umbrella to organize the marketing core functions.

Marketing Core Functions

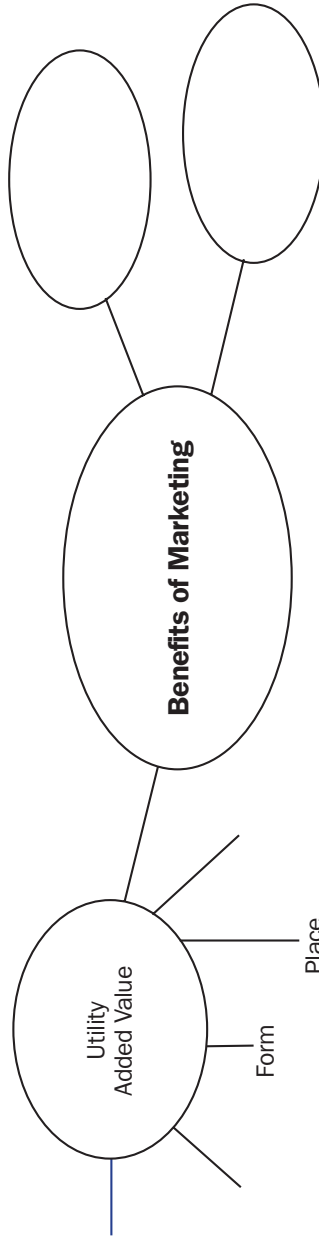


Graphic Organizer Section 1.2

THE IMPORTANCE OF MARKETING

Graphic Organizer

Directions: Draw the figure below. As you read this section, write in the benefits of marketing and list five utilities on extended lines.



Graphic Organizer Section 1.3

FUNDAMENTALS OF MARKETING

Graphic Organizer

Directions: Draw these two diagrams. In the first diagram, write four terms about the concept of market. In the second diagram, write the four Ps of the marketing mix.

