

Graphic Organizer Section 2.1

MARKETING PLANNING

Graphic Organizer

Directions: Draw an outline to identify the steps of a marketing plan.

Elements of a Marketing Plan

I. Executive summary

II. Situation analysis

III.

IV.

V.

Student

Date

Class

Teacher

**Graphic Organizer
Section 2.2**

MARKET SEGMENTATION

Graphic Organizer

Directions: Draw and use this chart to list differences between mass marketing and market segmentation.

Mass Market Versus Market Segmentation

Mass Market	Market Segmentation
Definition	Ways to segment 1. Demographics 2. 3. 4.