

Chapter 9 Pricing, Costing, and Growth

College and Career Readiness: Technology

Directions Pretend you are being interviewed for a job at an adventure travel company. Lately, they have been having fewer customers sign up for trips. The marketing department budget has been cut so there is no money to advertise in travel magazines and newspapers. The interviewer asks you to provide some ideas for inexpensive advertising using modern technology and innovations that would appeal to a younger audience.

Describe your marketing ideas.

List the software, online programs, and digital technologies you are familiar with. Describe how these would be useful for this job.
