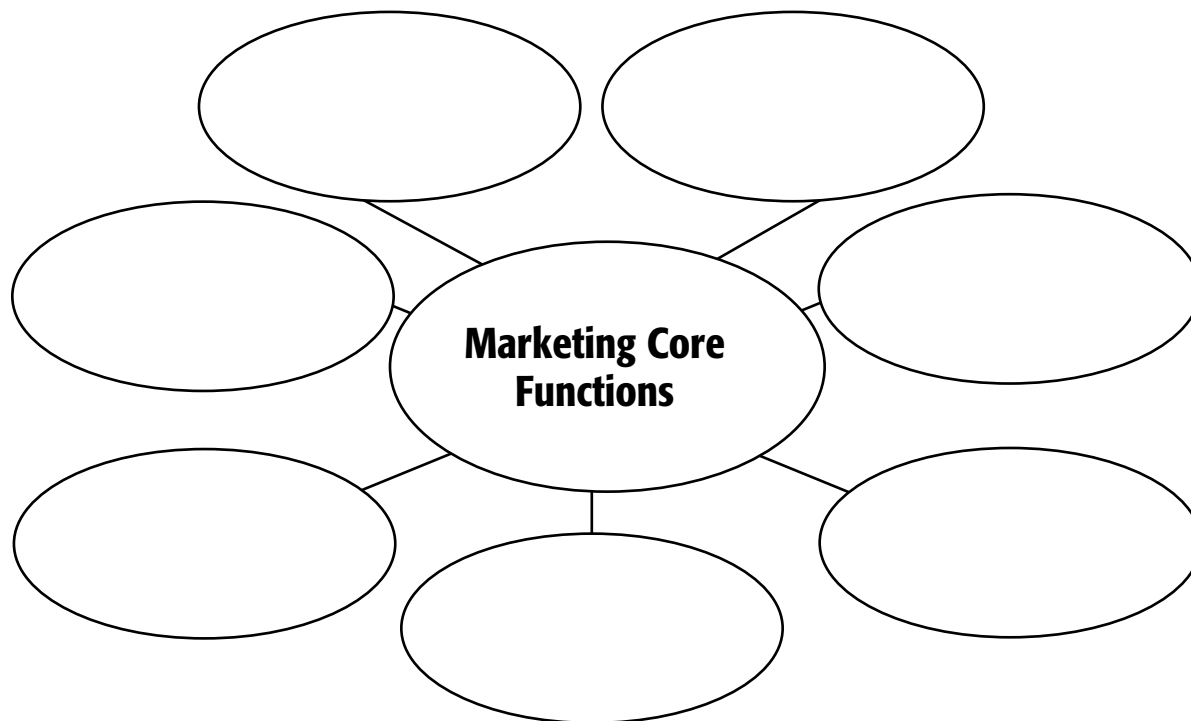


Chapter 1 Marketing Is All Around Us

Marketing Core Functions

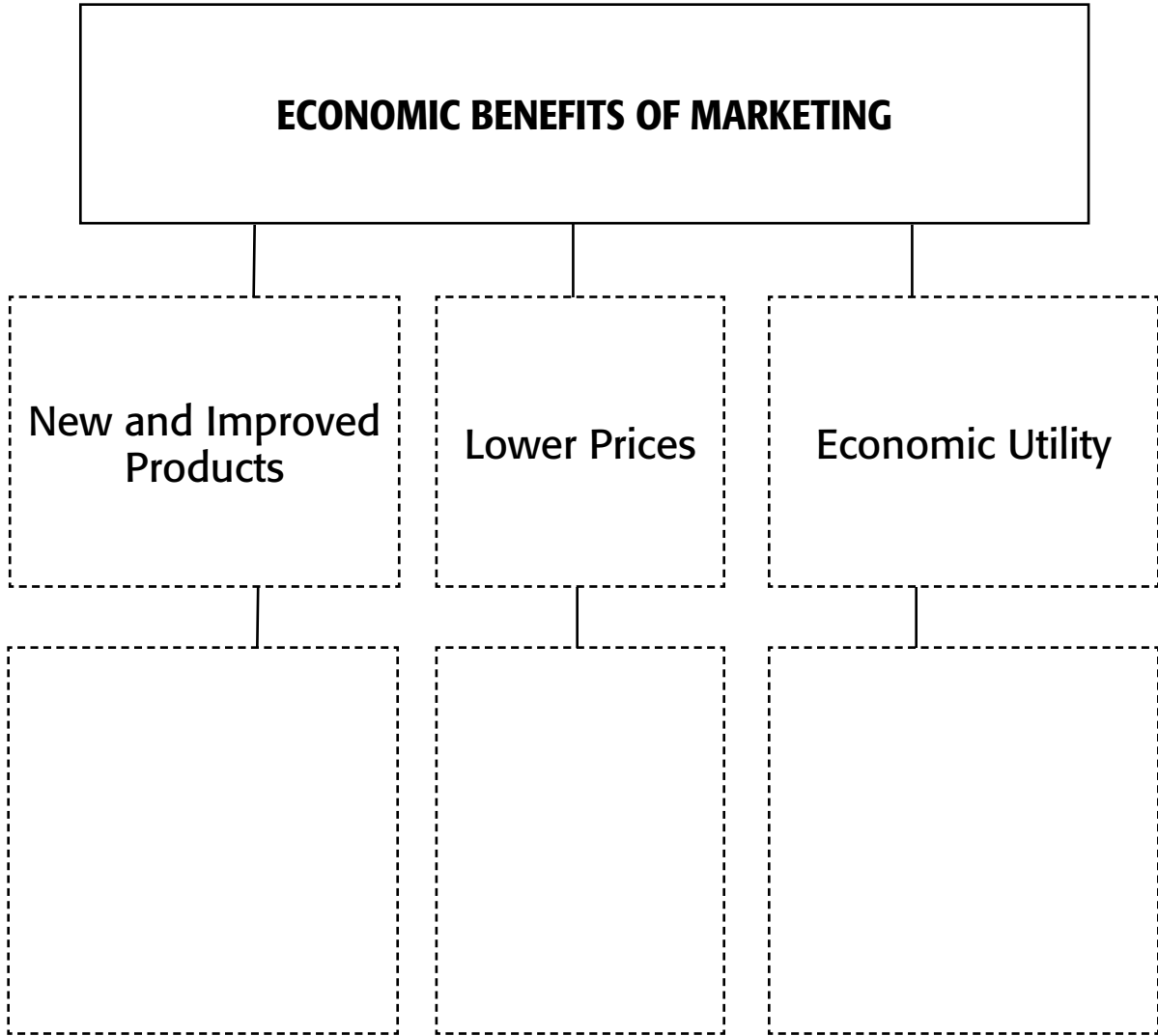
Directions Use this graphic organizer to name the seven core marketing functions.



Chapter 1 Marketing Is All Around Us

Economic Benefits of Marketing

Directions Use this graphic organizer to take notes about the economic benefits of marketing.

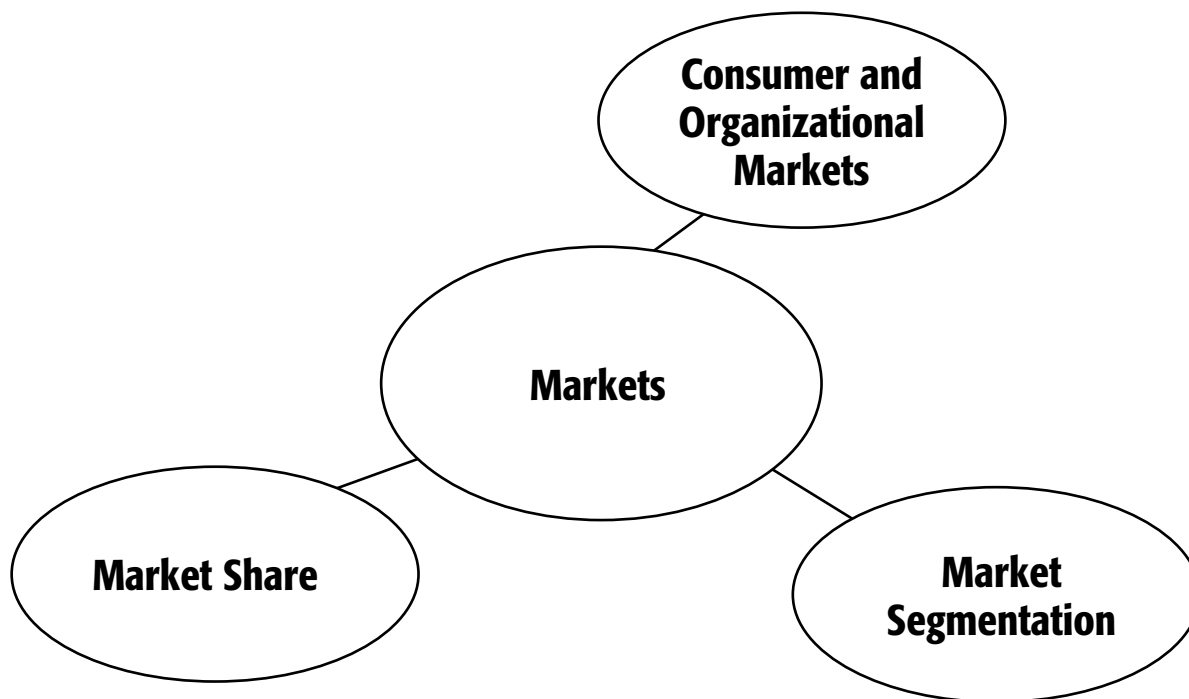


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Markets

Directions Use this graphic organizer to add details to the subtopics.



Chapter 1 Marketing Is All Around Us**Personal Customer Profile**

Directions Use this graphic organizer to develop a personal customer profile.

PERSONAL CUSTOMER PROFILE	
Age	
Gender	
Income level	
Marital status	
Ethnic background	
Geographic residence	
Attitudes	
Lifestyle	
Behavior	

Chapter 1 Marketing Is All Around Us

Forms of Promotion

Directions Use this graphic organizer to list ways companies promote their products and services.

