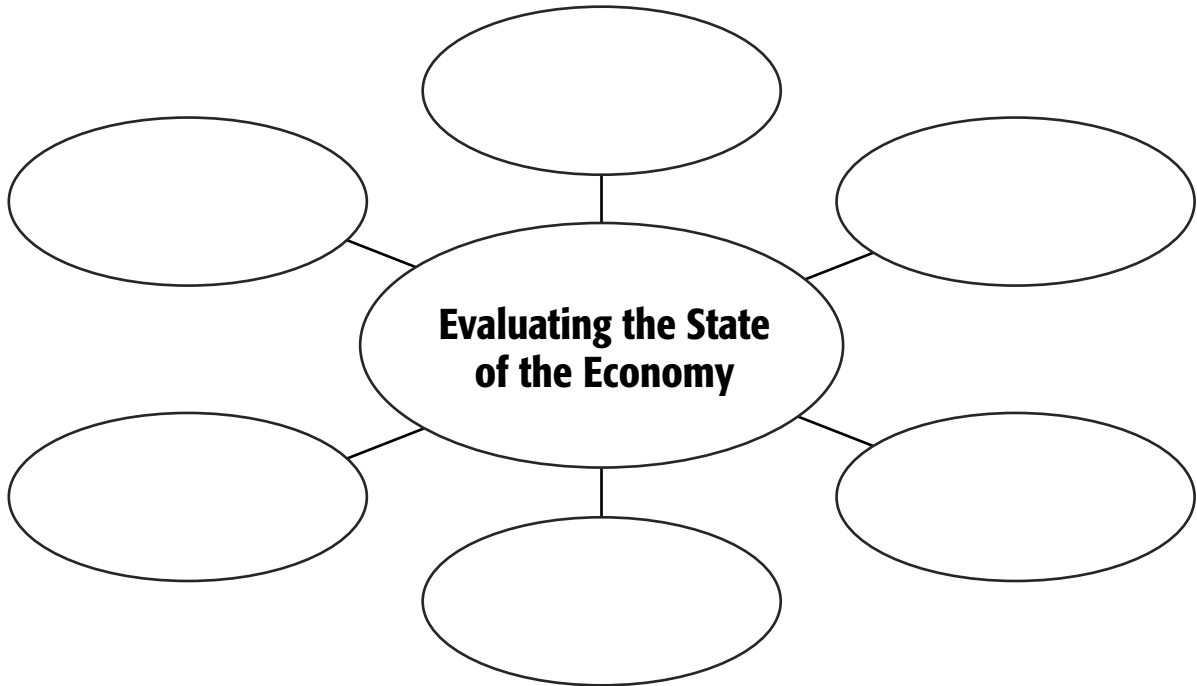


## Chapter 2 The Marketing Plan

### Evaluating the State of the Economy

**Directions** Use this graphic organizer to list factors to consider when evaluating the state of the economy.



## Supplemental Graphic Organizers

### Chapter 2 The Marketing Plan

#### Develop a Marketing Objective

**Directions** Use this graphic organizer to develop a marketing objective.

Objective	
Single-minded	
Specific	
Realistic	
Measurable	
Time framed	

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## Chapter 2 The Marketing Plan

### An Effective Marketing Strategy

**Directions** Use this graphic organizer to list the characteristics of an effective marketing strategy.

**An Effective Marketing Strategy**

Identifies \_\_\_\_\_

Sets \_\_\_\_\_ that focus on target markets.

Takes the customer's \_\_\_\_\_ into account

Takes the objectives of the \_\_\_\_\_ into account.

Focuses on the key points of difference: the \_\_\_\_\_

\_\_\_\_\_

## **Chapter 2 The Marketing Plan**

### **Geographic Segmentation**

**Directions** Use this graphic organizer to examine ways geography comes into play in different marketing campaigns.

<b>GEOGRAPHIC SEGMENTATION</b>	
<b>Local</b>	
<b>Regional</b>	
<b>State</b>	
<b>National</b>	
<b>Global</b>	

## **Chapter 2 The Marketing Plan**

### **Geographics and Psychographics**

**Directions** Use this graphic organizer to examine the similarities between geographics and psychographics.

