

Anticipation Guide: Marketing Fundamentals (Key)

Prior to the start of this lesson, place a check mark by each statement you THINK is true. At the conclusion of the lesson reread each statement and place a check mark by each statement you KNOW is true. Provide information that PROVES other statements are not true. You may use the back of this sheet if additional space is needed.

Knowledge before the lesson	Statements	Knowledge after lesson
	1. Marketing is selling a product.	Marketing includes many activities such as a: Marketing plan Market research Strategies 4 P's of marketing
	2. Promoting travel will spur growth and create jobs.	✓
	3. Market research is the action or activity of gathering information about consumers' needs and preferences.	✓
	4. The 4 P's of marketing are produce, product, push and publish.	The 4 P's of Marketing are: Product Place Price Promotion
	5. An example of a tangible product is massage.	Tangible are items you can hold or touch.
	6. A key factor in the success of a business is location.	✓
	7. Promotions actually sell products.	Promotion is where you actually influence the customers to buy the product.
	8. Advertisements include billboards, commercials, Internet, print advertising and reader boards.	✓
	9. Sales are the exchange of a commodity for money; the action of selling something.	✓
	10. Coupons, samples and discounts are incentives for people to buy a product.	✓