**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class \_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_**

**Marketing Strategy Organizer**

Directions: Provide responses to the listed items

What does a marketing strategy provide for a business?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What are the steps of a marketing strategy?

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What is a target market?

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What is a marketing mix?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

List the steps in the Consumer Decision-Making Process

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**Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class \_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_**

**Target Market Activity**

Directions: Using your Marketing Strategy Organizer, list a target market for each of the products or services

|  |  |
| --- | --- |
| **Product** | **Target Market** |
| Boating equipment |  |
| Khaki’s and t-shirt outfit |  |
| Large-key calculator |  |
| Maternity outfit |  |
| Paint, stencils, and cloth |  |
| Ergonomic mouse |  |
| Local radio station |  |
| Muscle building magazine |  |
| E-Z grip coffee container |  |

Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_

**Major Sources of Consumer Information Organizer**

Directions: Provide requested information in the spaces provided.

|  |  |  |
| --- | --- | --- |
| **Major source of consumer information** | **Purpose of source** | **Examples or types** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

Name\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class \_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_

**Major Sources of Consumer Information Activity**

Directions: From the left column, provide the appropriate letter of the type of source used on the blank line next to the scenario in the right column

**Type of source**

1. Product testing organization
2. Media source
3. Government agency
4. Business source
5. Personal contact

**Scenario**

1. \_\_\_ A warehouse store displays several boards of product and service brochures for customers.
2. \_\_\_ Managers use information obtained from a talk show to make decisions about products and services.
3. \_\_\_ An imaging and printing agency solicits people to evaluate their prototype products.
4. \_\_\_ Gene asked Ted about the laptops he purchased for his staff. Gene may use the information to determine features she needs for a work laptop.
5. \_\_\_ Clara visited the Securities and Exchange Commission’s website to obtain information about a public investment scam.
6. \_\_\_ Matt used information shared by a classmate, who recently purchased a pair of jeans, to purchase two pairs for himself.
7. \_\_\_ A dentist decided to purchase equipment based on a review she read in a professional journal magazine.
8. \_\_\_ Nate visited several electronic stores to obtain information about 62” flat screen televisions.
9. \_\_\_ A company asks people to try products in their own home and then to share experiences of using the products.
10. \_\_\_ A principal used tips for responding to critical incidence from akit provided by the Attorney General’s Office