

Name:

Date:

Class:

The Four Ps of Marketing

Skill:

- Analysis (AN)

Time on Task:

- 15–20 minutes

Goal/Purpose:

- The goal of this activity is to demonstrate how to use the Four Ps of marketing for a business.

You and your teammates will be given a selection for a product, place, price, and promotion method to use for a business. Your instructor will give you the selection choices, and it is your group's responsibility to decide how to make the 4 Ps work together. This activity will force your group to be creative.