

Name:

Date:

Class:

Lesson 8.1

Check Your Understanding

1. Explain the nature of marketing. (8.1-1)

Answer:

2. Identify the marketing concept and list its three components. (8.1-1)

Answer:

3. Discuss the importance of the marketing mix. (8.1-2)

Answer:

4. Describe the original four Ps—or pillars—of the marketing mix. (8.1-2)

Answer:

5. Identify and explain each of the seven marketing functions. (8.1-3)

Answer: