

Name:

Date:

Class:

## **Lesson 8.3**

### **Check Your Understanding**

1. Explain the nature of a marketing plan. (8.3-1)

Answer:

2. Identify the components of a marketing plan. (8.3-2)

Answer:

3. Describe the role of a situational analysis during the marketing planning process. (8.3-2)

Answer:

4. Discuss the components of a SWOT analysis. (8.3-2)

Answer:

5. Explain marketing tactics. (8.3-2)

Answer: