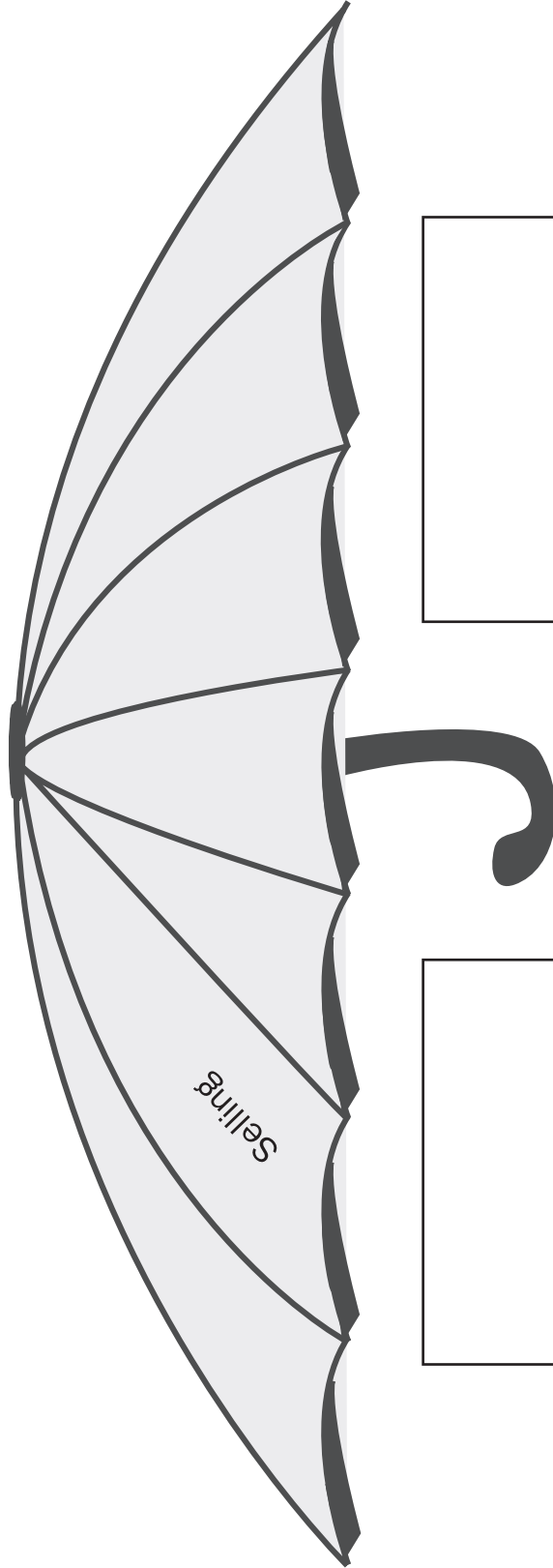


MARKETING AND THE MARKETING CONCEPT

Study Organizer

Directions: Draw an umbrella shape like the one below to organize the marketing concepts you will read about in this section.

Functions



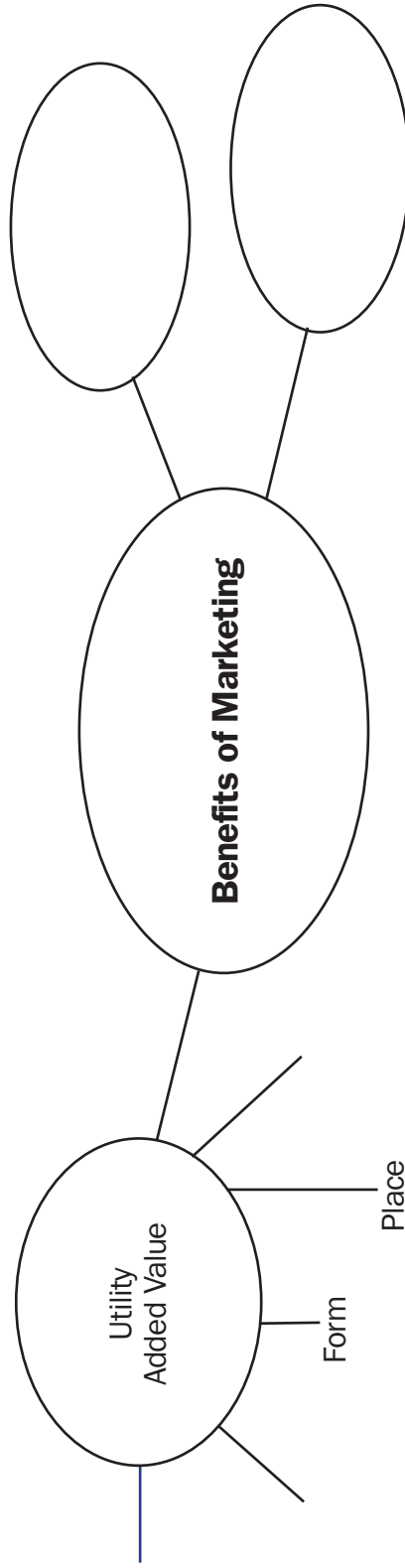
Foundations

Economics

THE IMPORTANCE OF MARKETING

Study Organizer

Directions: Reproduce the figure below. As you read this section, note the benefits of marketing and list the five utilities on lines jutting out from one of the ovals.



FUNDAMENTALS OF MARKETING

Study Organizer

Directions: Draw two diagrams like the ones below. In the first diagram, record four terms about the concept of market. In the second diagram, record the four Ps of the marketing mix.

