**Marketing Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**2.1 Questions**

Checkpoint pg. 34

What are two steps in developing a marketing strategy?

Checkpoint pg. 36

Name the four elements of the marketing mix.

2.1 Questions pg. 37

1. Why are businesses more likely to fail if they do not use the marketing

concept?

2. Why is it important to identify a target market before developing a

marketing mix?

3. Provide examples of several products for which packaging is an important

part of the product mix element.

4. In what ways can promotion be misused by a company when marketing a

product?