Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Marketing 6.1 Questions

**Checkpoint pg. 134**

* Name four common forms of promotion.

**Checkpoint pg. 138**

* List the steps in developing an advertising plan.

**Think Critically, pg. 139**

1. How can promotion increase or decrease customer satisfaction?
2. Why is feedback important when delivering promotional messages to customers?
3. Why would companies want to spend money for organizational advertising rather than product advertising?
4. Why is it important to establish a budget when developing an advertising plan?