

Chapter 1 Marketing Is All Around Us

Discovery Project Worksheet

Directions Read the examples of activities that represent marketing functions. Then write the name of the marketing function that matches each example on the line.

Marketing Core Functions		
Channel Management	Pricing	Promotion
Market Information Management	Product/Service Management	Selling
Market Planning		

1. A company builds warehouses in big cities so products can reach urban customers quickly.

2. A company stops producing a product that was not selling well.

3. A gas station offers a reward card that allows customers to earn free gas.

4. A hardware store has a 30% off sale on snow shovels in March.

5. A store clerk describes the features and benefits of a new backpack.

6. An company designs a new type of running shorts particularly for athletes.

7. You are invited to participate in a pizza taste test.
