Name _		Date	Class
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## **Chapter 2 The Marketing Plan**

## **Section 2.1 Marketing Planning**

## **Graphic Organizer**

**Directions** Use the two-column chart to identify the seven elements of a marketing plan.

## **Marketing Plan**

Element	Analysis
1.	
2.	
3.	
4.	
5.	
6.	
7.	

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