

**Learning Objectives**

- Develop an understanding of marketing issues and your day-to-day impact on company profitability
- Understand the necessity for market analysis
- Develop your customer profile and analyze the competition
- Learn how to use customer and competition profiles to analyze market potential
- Understand the relationship between the 4 P's of marketing

## Marketing—Behind the Scenes: Analysis and Understanding Session Four

Date: \_\_\_\_\_

Due: \_\_\_\_\_

**Class Opener****Instructor Topics**

1. What is Marketing?
2. The 4 P's of Marketing—P #1: Product
3. Analyzing the Customer
4. Analyzing the Competition
5. Where Do You Do Business?—P #2: Place

**Guest Speaker****Break**

- Refreshments
- Networking Activity

**Work Hour****Assignment for Session Five:****WORKBOOK** Read and Complete WORKSHEETS in Workbook Session 4**WRITE** Using the Writing Your Plan pages in Workbook Session 4 as your guide, write **Section V. The Marketing Plan—Part A. Products/Services, and Part B. The Market Analysis** of your NxLevel® Business Plan**TEXT** Read Part VI: Marketing Your Business (Chapters 28, 29 and 31); Read Part VII. The Internet and E-Commerce (Chapters 32 and 33); Review Chapter 2 (A Customer-Driven Philosophy)