

Marketing Analysis

Session 7

Date: _____

Assignment Due: _____

Class Opener

Session 6 Homework and Worksheet Review

Instructor Topics and Worksheet Time

1. Introduction to Marketing
2. Expanding Your Market Research
3. Product Description
4. Understanding Your Market

Break



Guest Speaker

Instructor Topics and Worksheet Time—continued

5. Understanding Your Market—Continued



Assignment for Session 8:

WORKSHEETS Read and complete Session 7 worksheets.

WRITE First, complete all of the Session 7 worksheets. Then, using the *Writing Your Business Plan* page at the end of the Session 7 worksheets, write **Section V. The Marketing Plan, Part A. Products Description**, and **Part B. Market Analysis**. Follow the instructions on the *Writing Your Business Plan* page. Note that you are writing both Part A and Part B, with the subheadings under each.

TEXT Read all the material in **Session 8: Product and Price**.