

Price and Product
Session 8
Date: _____
Assignment Due: _____

Class Opener

Session 7 Homework and Worksheet Review

Instructor Topics and Worksheet Time

1. Overview of Marketing Strategies
2. Product Strategies

Break



Guest Speaker

Instructor Topics and Worksheet Time—continued

3. Pricing Strategies



Assignment for Session 9:

WORKSHEETS Read and complete Session 8 worksheets.

WRITE First, complete all of the Session 8 worksheets. Then, using the *Writing Your Business Plan* page at the end of the Session 9 worksheets, write **Section V. The Marketing Plan, Part C. Marketing Strategies (Product Lines, Positioning, Packaging, and Pricing)**. Follow the instructions on the *Writing Your Business Plan* page.

TEXT Read all of the material in **Session 9: Placement and Promotion**.