

Learning Objectives

- Become familiar with the Four P's of Marketing and their relationship to marketing strategy
- Gain knowledge of methods of pricing products or services
- Understand key elements of promotion including sales/distribution channels, public relations and advertising
- Begin to focus on marketing strategies specifically relating to your products/services

**Getting to the Market:
Marketing Strategies
Session Seven**

Date: _____

Due: _____

Class Opener**Instructor Topics****The Four P's of Marketing**

1. **Product**
2. **Place**
3. **Price**
4. **Promotion**

Guest Speaker**Break**

- Refreshments
- Networking Activity

Work Hour**Assignment for Session Eight:****WORKBOOK** Read and Complete Workbook Session 7**WRITE** Using the Writing Your Plan page at the end of Workbook Session 7 as your guide, write Section V.—Part D. Marketing Strategies**TEXT** Read Part V: Managing Your Business (Chapters 32 through 35)