

# THE 4 P's OF MARKETING

Name: \_\_\_\_\_

THE FOUR P's <i>List one P in each row below. Highlight the P you were responsible for.</i>	DESCRIPTION <i>Give a description and/or example of this P.</i>	STRATEGIES <i>List the strategies connected to this P from the class lessons.</i>	IMPLEMENTATION <i>For the P you were responsible for: 1. Which strategies did you try to implement? 2. How successful were they in helping 3. What would you do differently (in regards to the strategies) if you were to do the project over?</i>	CONNECT <i>How did your P connect with the other Ps to make a unified marketing strategy?</i>
/1	/4	/4	/8	/3