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I made this worksheet to go along with Section 1.1 of the Marketing Essentials textbook that McGraw-Hill publishes, but I believe that it can be used with any marketing class. It shows that there are many more aspects of marketing than just promotion (advertising).

Marketing Essentials Worksheets & Teaching Resources | TpT

Marketing Essentials also provides teachers with all the support materials they need." Series: MARKETING ESSENTIALS Hardcover: 875 pages Publisher: McGraw-Hill Education (January 24, 2008) Language: English ISBN-10: 0078769043 ISBN-13: 978-0078769047 Product Dimensions: 8.7 x 1.6 x 11.2 inches

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