**What is Marketing?**

Marketing is the \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ of planning, pricing, placing, promoting, and selling \_\_\_\_\_\_\_\_\_\_\_\_\_\_ in order to satisfy \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_ and \_\_\_\_\_\_\_\_\_\_\_\_\_\_.

**6 words derived from definition**

Good vs. Service Want vs. Need Customer vs. Consumer

**Marketing Collage Assignment**

Create a Collage of the definition of Marketing. I will give you an 11 by 17 piece of paper. Layout your collage like below. The top of your collage must have the definition of marketing (2 pts).

For each word you must have

1. The word with definition (2 pts)
2. 2 pictures that represent the word (2 pts)
3. Explanation of each picture (4 pts)

|  |  |  |
| --- | --- | --- |
| Marketing  the process of planning, pricing, placing, promoting, and selling products in order to satisfy customers’ needs and wants. | | |
| Good | Want | Customer |
| Service | Need | Consumer |



/60= \_%

**Total Points for Project**

Marketing Definition= 2pts  
Word with Definitions= 12pts  
2 Pictures for each word= 12pts  
Explanation of each word= 24 pts  
Clean and Colorful Layout= 10pts

**Example of Service**  
Definition: intangible product that fulfills customer’s needs and wants.  
Georgia is a college that you can attend. They are in the service industry because you pay for the service of your teachers/professors to teach you.