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o Estimated cost to alter one element of the marketing mix. o Customer response to the adjusted marketing mix • Conclusion • Recommendations o Selection of preferred marketing mix in response to findings. • Appendix – Scan at least 5 surveys (to show evidence of completion) and upload the file/s. SGA1238 Marketing Essentials Workbook

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CHAPTER 18 Visual Merchandising and Display

178 Chapter 17 Marketing Essentials Student Activity Workbook 1. A promotion is any form of communication used by a business to inform, persuade, or remind people about its products and improve its public image. 2. A news release refers to any activity designed to create goodwill toward a business. products from it instead of a competitor. 5.

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