

# Interactive GRAPHIC ORGANIZER

Click inside a text area, then begin typing. Don't forget to print your organizer when you finish.

Chapter: **11** Section: **2** **Reading Strategy**

Name:

Date:

**Directions:** **Clarifying** As you read, complete the chart below by explaining each of the four elements involved in developing an effective marketing strategy.

The "Four Ps" of Marketing	
Product	
Price	
Place	
Promotion	