

Seven Functions of Marketing

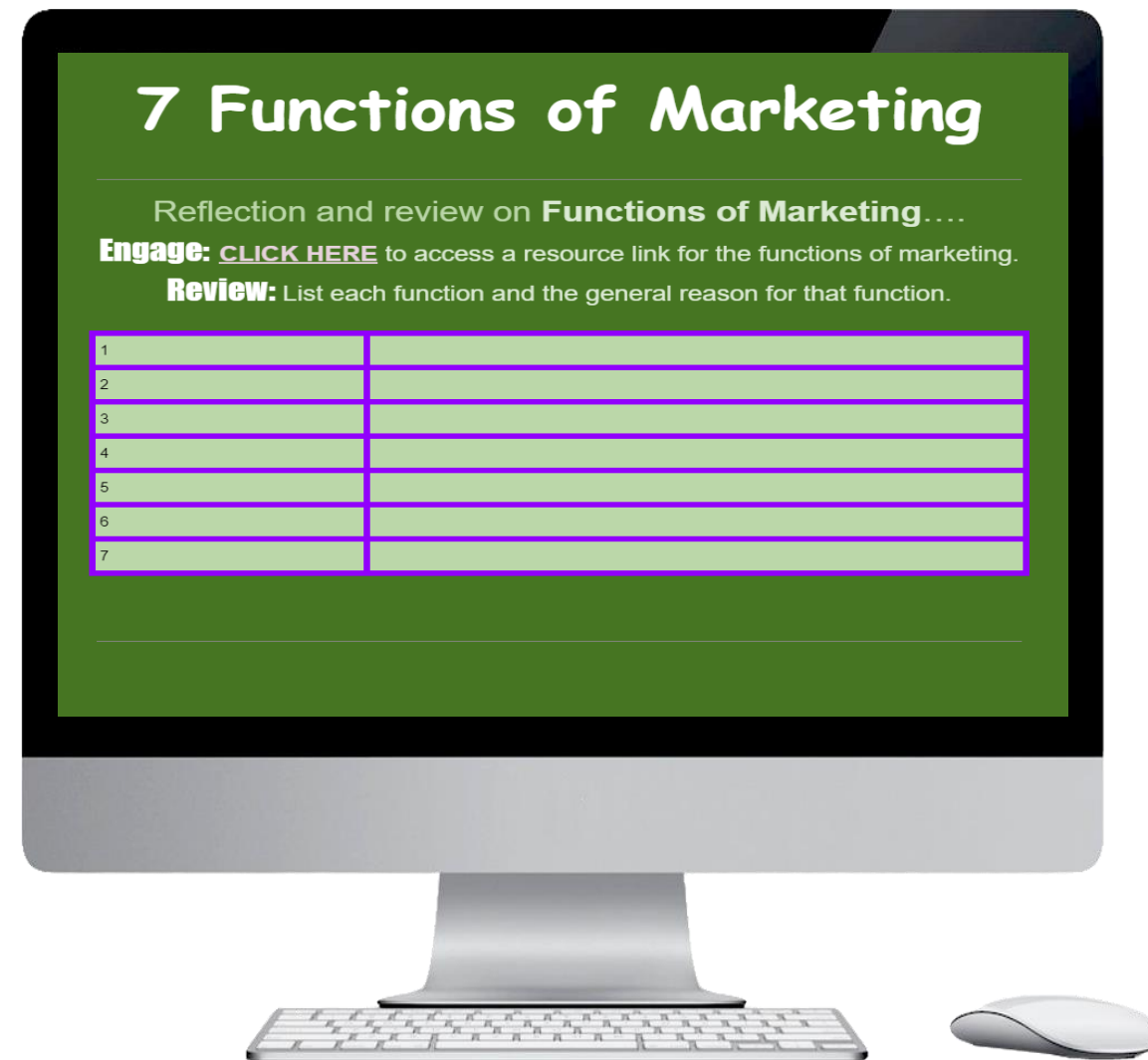
Digital Discovery Activity

A Marketing Class
Reflection & Review
On Marketing
Functions

Wal-Mart Case Study

Easy to use, fillable
Google Doc

NO PREP!
Saves you time!





USE YOUR CRITICAL THINKING SKILLS

Use Wal-Mart as a model. YOU be a market analyst! How do YOU THINK Wal-Mart implements each function?
[THIS LINK](#) may help with your analysis.

Distribution <i>How do they distribute the products to customers? Online? At the store? Catalogs?</i>	
Market Planning <i>How do they decide what to sell?</i>	
Marketing Information Management <i>How do they gather information about what their customers want?</i>	
Pricing <i>At what level are things priced? High? Low?</i>	
Product Service Management <i>How do they identify their brand to consumers?</i>	
Promotions <i>What promotions do they run? Do they NEED to run promotions?</i>	
Selling <i>How do they draw-in customers?</i>	

Business Ed with Denise Leigh © 2022

How about YOU?

What BRAND do you LOVE? Why do you love that brand? What makes you continue to admire and patronize that company?
Respond in a well-developed paragraph...

Business Ed with Denise Leigh © 2022

Reflection & Review of the 7 Functions of Marketing

Students use critical thinking skills. How does Wal-Mart implement each marketing function?

How do Starbucks, H&M, Levi's, Nike, Victoria's Secret, Chick-Fil-A implement a Marketing Function?

7 Functions of Marketing

Reflection and review on **Functions of Marketing**....

Engage: [CLICK HERE](#) to access a resource link for the functions of marketing.

Review: List each function and the general reason for that function.

1	
2	
3	
4	
5	
6	
7	

Engage, Explore, Analyze, Discover!

Prompts Critical Thinking.

BREAKING IT DOWN...How does each company implement each function listed?

Company	Function	How do they implement that function?
Starbucks	Distribution How does the consumer get their product?	
H & M	Promotion How does H & M let their customers know about their brand?	
Levi Jeans	Pricing How are they priced? High end of the industry? Low end?...or middle?	
Nike	Marketing information Management How do they gather information about what their customers want?	
Victoria's Secret	Product Service Management How do they identify their brand to consumers?	
Chick Fil A	Market Planning How do they appeal to their customers?What do they do to appeal to them and keep them as customers?	

NO PREP!

**Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam!
Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!**

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

