

Financing...

a Function of Marketing

The 2 Components of
Financing for
Marketing

Students discover how
much Advertising
costs.

Explore ways that
customers can pay for
products & services.



NO PREP!

BUSINESS EDUCATION WITH *Denise Leigh*

This Google Doc activity takes about 45-55 minutes to complete.

Leads to great conversation about Financing as a Marketing Function.



Financing-Marketing Function

There are two components in marketing when dealing with financing.
1. How will the business pay for marketing campaigns and how much will they spend?
2. How will the business accept payment from customers?

How MUCH DOES ADVERTISING COST? Refer to THIS RESOURCE to complete the table below...	
Marketing Medium	Cost



How WILL CUSTOMERS PAY FOR THE PRODUCT OR SERVICE? CLICK HERE for information to complete the table below...	
PAYMENT METHOD	List one bit of information about this type of payment method.
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Engaging and Fun!

Teacher's Key Included!

Teacher Testimonials



This resource along with a few others really compliment the Mega Marketing Bundle.
Thanks.



A+... I will continue to use it. It's relevant and engaging. Thank you!

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.

