Marketing 101 Digital Discovery Activity

A Great Introductory Lesson on Marketing

An Easy-to-Use, fillable Google Doc

Sends easily to your LMS!



NO PREP!
Saves you time!

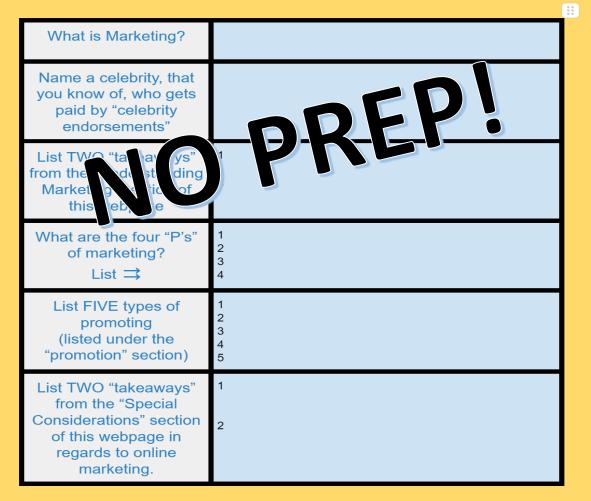
BUSINESS EDUCATION WITH Perise leigh

Engage, Explore, Analyze, Discover! Prompts critical thinking.

What is Marketing?



Marketing is part of our everyday life. It is all around us. Please answer the following questions below with information that you will find on this link.



What is Marketing?

What are the 4 Ps of Marketing?

What are some ways to promote?

What are some ways to promote on-line?

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.