

Name _____

Marketing Management

1. Marketing management is based on, implementing, modifying, reviewing & tracking and a company's marketing activities. Order the tasks below based on how they usually would occur:

Task: IMPLEMENTING MODIFYING REVIEWING TRACKING

Order (1-4): _____ _____ _____ _____

2. For each of the marketing management philosophies listed below explain in 1-2 sentences a task they might use to modify their marketing activities.

PRODUCTION PHILOSOPHY _____

SELLING PHILOSOPHY To meet this philosophy a business would be likely to hire additional sales rep to meet with additional customers. Meeting with additional customers will allow for sales to increase.

MARKETING PHILOSOPHY _____

SOCIAL MARKETING PHILOSOPHY _____

