

Name _____

Role of Marketing

1. How is money usually generated by a company?

2. Why is this money needed?

3. Explain what you think would happen if there was no marketing?

4. Write the number of the step for each of the tasks below so that the process of marketing is in the correct order.

_____ Convince consumer to purchase product

_____ Communicate and generate product value

_____ Use revenue to run business

_____ Find customers

_____ Collect revenue