

Name: _____

Date: _____

Entrepreneurship Chapter 4 Test Study Guide

Goal of Marketing in Business

4 P's of Marketing

Primary Research

Secondary Research

Target Market

Distribution Channel

Direct Distribution Channel

Sales Promotion

Promotional Mix

Identifying Your Competition

SWOT Analysis

Direct Competitor

Researching Competitors Marketing Strategies

Penetration Pricing

Psychological Pricing

Product Life Cycle

Convenience Products

Product Differentiation