**Chapter Notes: Marketing:**

1. What is marketing?
2. Explain two of its fundamental roles.
3. Without marketing, not much would get sold. Explain how each group uses marketing and identify the corresponding area(s)/roles(s) of marketing (research, development, sales, distribution, advertising, or promotion)

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| **Group** | **How Marketing is Used** | **Area of Marketing** |
| Manufacturers |  |  |
| Importers, wholesalers, and retailers |  |  |
| Producers |  |  |
| Service Businesses |  |  |
| Stores |  |  |
| Non-Profit Organizations |  |  |

1. What is a brand name? Why is it important?
2. What is a logo or trademark? Explain the three types of logos/trademarks and provide an example of each one.
3. How can an effective slogan be beneficial for a brand? Provide an example of an effective slogan.
4. Why would a business want to establish brand identification of a product?
5. What is brand equity? Why is it important to increase the brand equity of a product?