**Name(s): \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_**

**Economics Scavenger Hunt**

**at City Creek Center**

**Directions: Find one example of each of the following. Please list the store name and the product identified. (100 extra credit points)**

**Name of Store** **Example**

1. **Point of Sale (POS) Advertising**
2. **Discount Pricing (eg. -10% Off)**
3. **Bundled Pricing (2 for less)**
4. **Companion Stores (Companion Stores**

**with products that tie together)**

1. **Unique or Unusual Stores**
2. **Was there anything interesting that you noted at the City Creek Center?**
3. **Did you encounter any examples of the 4 P’s; Marketing Segmentation, Channels of Marketing, or Marketing Research?**