**Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Period: \_\_\_\_ Date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Marketing**

**Chapter 1 – Reading Guide**

**Directions: Please read Chapter 1 in our “Marketing Essentials” textbook (pgs. 2-17). Follow this reading guide as you read the chapter and please respond as directed. (100 Points)**

**Define the following vocabulary terms:**

1. **Products –**
2. **Goods –**
3. **Services –**
4. **Exchange –**
5. **Utility –**
6. **Form Utility –**
7. **Place Utility –**
8. **Time Utility –**
9. **Possession Utility –**
10. **Information Utility –**
11. **Benefits –**
12. **Occupational Area –**

**-2-**

**Fact & Idea Review:**

1. **What is marketing? (1.1)**
2. **Identify the seven functions of marketing. (1.1)**

**a.**

**b.**

**c.**

**d.**

**e.**

**f.**

**g.**

1. **Of the four marketing utilities, is one the most important for business success? (1.2)**
2. **Which of the five economic utilities are related to marketing? (1.2)**
3. **Using a ballpoint pen as an example, explain the concept of form utility. (1.2)**
4. **How can marketing help lower prices? (1.2)**
5. **Explain marketing’s role in developing new and improved products. (1.2)**

**-3-**

1. **Why is the study of marketing helpful in any career? (1.3)**
2. **What do Department of Labor projections predict for marketing jobs? (1.3)**
3. **How do the trends in marketing and production compare? What accounts for the differences in the trends? (1.3)**
4. **Explain the meaning of the following statement: Marketing is more than just a promotion.**