

Teacher Check for Receipt of Project: \_\_\_\_\_

Name: \_\_\_\_\_

Class Period: \_\_\_\_\_

## **Alice teaches Marketing Product Mix**

The responses to the questions below will provide you with the information that needs to be incorporated within your Alice Starter World.

1. What is your product and how is it used?
  
2. What stage within the product life cycle is your product placed?

What type of promotional strategy would you use for your product?

3. What are your products attributes/features/properties?
  
4. What level of profit/cost would be associated with your product?
  
5. Why should/would someone buy your product?