

CIB-4P's of Marketing

Summary

An interactive Web site that will introduce the 4 P's of marketing, consumer motivations, the importance of advertising, and supply and demand.

Main Core Tie

Exploring Business and Marketing

[Strand 1](#)

Additional Core Ties

Exploring Business and Marketing

[Strand 4](#)

Time Frame

1 class periods of 45 minutes each

Authors

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