**The 4 P’s of Marketing/Marketing Mix**

1. Please click [HERE](http://cms.gavirtualschool.org/Shared/Electives/IntroductionToBusinessTechnology/MarketingBasics/IntroBusinessTech_MarketingBasics_SHARED2.html) and read the explanation of Product, Place, Price & Promotion
2. Check your understanding with the Marketing Mix Interactivity
3. Research the March of Dimes. Use your understanding of **promotion** and in approx. 100 words, describe an idea below you have for promoting the March of Dimes (not fundraising).
4. Choose a music streaming company (amazon, apple, spotify, pandora, etc...) and complete all 4 parts of the Marketing Mix for that company. Fill in your information below. Be specific & think about the target market (who you are selling this to).
   * Product
   * Place
   * Promotion
   * Price