

## MARKETING, ADVERTISING & CUSTOMER SERVICE

1. What are the four P's of Marketing?
2. Large organizations spend billions of dollars marketing to what group of consumers? (people)
3. What are the names of the four organizations who are always at the front line of new ideas in advertising?
4. What are the names of two products that were shown in the commercial?
5. What is the video "Give'em the Pickle about?
6. Name three things did the cashier at King Burger do that was not good customer service?

7. Why is good customer service important?