**Concept Map #1: Seven Functions: Create a concept map based on the seven functions. Each function should have 2 branches. A branch can consist of the definition or an example**

**Concept Map #2: Marketing Careers: Create a concept map based on the 9 marketing careers. Each marketing career should have at least 2 branches. A branch can consist of a definition & an example**

**Concept Map #3: Marketing Terminology. Create a concept map based on terms used throughout Unit 1. Included in your map should be the terms: Target Market, Mass Marketing, Niche Marketing, Goals, Strategies, & Tactic**

**Concept Map #4: Marketing Mix: Create a concept map based on the marketing mix (4 P’s). Each marketing mix element should have 2 branches. A branch can consist of the definition or an example**

**Concept Map #5: Marketing Segmentation Create a concept map based on the four variables associated with Market Segmentation. Each segmentation factor should have 2 branches. A branch can consist of the definition or an example**

**Concept Map #6: Marketing Information. Create a concept map based on the key terms associated with 1.05: Facts, Estimates, Predictions, Internal Information, External Information, & Sources of Information. Each key term should have 2 branches. A branch can consist of the definition or an example.**

**Unit 2.0 (Use your sales booklet)**

**Concept Map #7: Customer Service. Create a concept map based on the key terms associated with customer service. These terms include Characteristics of salesperson, Pre-Sale Opportunities, Post-Sale Opportunities, and four Keys to Quality Customer Service. Each factor should have at least 3 branches that consist of either a definition or an example.**

**Concept Map #8: Selling Policies. Create a concept map based on the key terms associated with Selling Policies. These terms should include Selling Policies, Service Policies, & Terms-of-Sale Policies. Each policy should have at least 3 branches that consist of either a definition or an example.**

**Concept Map #9: Warranties & Guarantees. Create a concept map based on the key terms associated with Warranties & Guarantees. These terms should include Implicit Warranty, Explicit Warranty, Limited Warranty, Full Warranty, & Guarantee. Each term should have at least 3 branches that consist of either a definition or an example.**

**Concept Map #10: Standards & Grades. Create a concept map based on the key terms associated with Standards & Grades. These terms should include Cost Standard, Time Standard, Quality Standard, Quantity Standard, & Grades. Each Standards term should have at least 2 branches that consist of either a definition or an example. The grades branch should have at least 4 branches that consist of either a definition or an example.**

**Concept Map #11: Branding. Create a concept map based on the key terms associated with Branding. These terms should include Brand, Brand Name, Trade Name, Trademark, Trade Character, Brand Personality, Brand Promise, & Brand Champion. Each term should have at least 2 branches that consist of either a definition or an example.**

**Concept Map #12: Features & Benefits. Create a concept map based on the key terms associated with Features & Benefits. These terms should include Feature, Benefit, Obvious, Hidden, & Exclusive. Each term should have at least 2 branches that consist of either a definition or an example.**

**Concept Map #13: Selling Process. Create a concept map based on the key terms associated with the Selling Process. List the following steps of the selling process (Greeting, Determine Needs, Types of Objections, Overcome Objections, Close the Sell, Suggestion Selling, & Follow Up) Each term should have at least 3 branches that consist of either a definition or an example.**

**Concept Map #14: Marketing Math. Create a concept map based on the key terms associated with Marketing Math. In your map have the words Sales Tax, Extended Price, Discount, Delivery, Exchange, & Return. Each term should have at least 2 branches that consist of either a definition or an example.**

**Each day you should complete 3-4 Concept Maps.**

**You can use white paper or poster board to create your map.**

**Your grade for this assignment will be your last grade for 2nd Quarter.**