

Name:

Introduction to Business and Marketing
1.1 Marketing and Business
Homework

Classify Products

An important first step of the marketing process is understanding the type of product being marketed. For example, goods, services, and ideas each require different marketing approaches in order to best meet customers' needs.

Define, differentiate, and categorize goods, services, and ideas by completing the table below.

	Define <i>Provide a definition of the term</i>	Differentiate <i>Explain how the term differs from the others</i>	Categorize <i>Circle the appropriate items in each row</i>
Good			Food Car repair Clothing Voting for a Political Candidate Education Furniture Financial Advising Donating to Charity Housecleaning
Service			Netflix subscription Makeup Mall Security Foster care Insurance Coverage Oreo McFulrry iPad Census Data Dental Cleaning National Weather Report
Idea			Food Delivery Hoverboard Information Gym Membership Babysitting Pedicles Iced Mocha Latte Online Directory Drycleaning Hunting License