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I print out the 2nd page of this file and have students work in pairs. I have the students choose a Mini Brand to evaluate and use for this exercise. If time allows, I have them complete two of these with two different Mini Brand product that they randomly select from a bag.

Terms of Use

*Share your popcorn

*Share your blanket

*Share your gum

BUT

*Please DON'T
share this resource

*YOU paid for it...
so should they 😊

Thank you for understanding

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Product:

S:

W:

O:

T:



Main package color, feeling, & Function of the package label...

Marketing Mix.

product:

Place:

Price:

Promotion:

Target Market





Find a Mini-Brand for each of the generations in the table below. Place them in the blank space.

GI GENERATION	SILENTS	BOOMERS
GEN X	MILLENNIALS	GEN Z
GEN ALPHA	TWEENS	TEENS