



Name \_\_\_\_\_  
 Period \_\_\_\_\_  
 Date Started \_\_\_\_\_  
 Date Completed \_\_\_\_\_

## Marketing LAP 8A: Pricing - Chapter 29

<b>DoDEA Benchmarks</b>	<b>3.10</b>	<b>3.11</b>	
<b>Business/Computer Standard(s)</b>			
◆ Identify and implement successful marketing principles for pricing			
<b>Unit Objectives</b>			
◆ Identify goals and market factors that affect price planning			
◆ Distinguish between market share and market position			
<b>Text</b>	Marketing Essentials		
<b>Resources</b>	Unit 8: Chapter 29 Student Activity Workbook Student Templates		
<b>Time Frame</b>	5 hours (suggested)		

### CHAPTER 29: PRICE PLANNING

_____	READ	TEXT	pp. 378-381
_____	DO	QUESTIONS - Fact And Idea Review	attached
_____	DO	WORKBOOK	p. 182
_____	READ	TEXT	pp. 382-389
_____	DO	QUESTIONS and PROJECTS	attached
_____	DO	WORKBOOK	pp. 179-180
_____	DO	WORKBOOK (Computer Activity)	pp. 183-184

Turn in work as instructed

QUESTIONS and PROJECTS

All questions are to be answered in complete sentences.

**Fact and Idea Review**

How does the role of product value play a part in price planning? (Give an example).

How is return on investment calculated?

**Vocabulary**

Explain the difference between each pair of words listed below:

Price – unit price

Market share – market position

Return on investment – break-even point

Elastic demand – inelastic demand

**Critical Thinking (p. 390 #2)**

A firm expects to sell 10,000 widgets at \$10 each. The cost of manufacturing and marketing widgets is \$7.50 each. Calculate the break-even point. SHOW YOUR WORK.

**Math (p. 390, #1, 2)**

Calculate the break-even point for a notebook that costs a business \$1 to make and market and that will be sold for \$1.50. The total quantity that will be sold at that price is 60,000. SHOW YOUR WORK.

Determine the return on investment for the following two video games:

	<b>Morris Mania</b>	Berto's Revenge
Manufacturing Cost	\$10.00	\$8.75
Selling/marketing expenses	4.00	3.25
Selling Price	17.00	14.75

SHOW YOUR WORK.

Based on return on investment, which video game is more profitable for the company? \_\_\_\_\_

**APPLICATION PROJECT (p. 391 #2)**

<b>Self Assessment – “I/ I can...”</b>		<b>LAP 8a</b>
<input type="checkbox"/>	identify goals and market factors that affect price planning	
<input type="checkbox"/>	distinguish between market share and market position	

**ASK YOUR INSTRUCTOR FOR THE CHAPTER TEST**