

Name: _____ Date: _____



Chapter 1 Review

Listen and Speak

Instructions

Social media marketers must have thorough background knowledge on the principles of marketing in order to successfully apply SMM strategies. One of the most important principles is the combination of the marketing functions. Select one of the marketing functions below to research and prepare a presentation on. In your presentation, explain how the function supports SMM and relates to the marketing concept.

1. Channel management
2. Marketing information management
3. Marketing planning
4. Pricing
5. Product and service management
6. Promotion
7. Selling