

Name _____
Marketing Concepts

Date _____

Pat's Story: Hanging Out with the Band

Directions: Please read the story and then answer the following questions in complete sentences.

1. Summarize (in at least five sentences) Pat's Story.
2. What was Pat's initial purpose for using the Internet?
3. Name at least five different marketing techniques that were used by advertisers on the Internet in this story.
4. Why do advertisers use these various marketing techniques? Explain whether or not you believe the marketing techniques were effective in achieving their purpose.