

PRINCIPLES OF MARKETING MKT201; SPRING 2016
DUE: 9:00 P.M., FEBRUARY 16, 2016, VIA BLACKBOARD

3-2-1 PRODUCT POSITIONING INTRODUCTION (ADMINISTERED ONLINE VIA BLACKBOARD)

Directions: By 9:00 p.m. today, February 16, 2016, please complete and turn-in the below "3-2-1".

I will post an online, written response to your feedback by the beginning of our next class, February 18th. We will also discuss these topics and address any concerns at the beginning of the next class. Thank you!

Three things I learned from today are:

1.

2.

3.

Two questions I still have about Product Positioning are:

1.

2.

One thing I found interesting about Product Positioning is:

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