**Marketing Utility Worksheet**

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| --- | --- | --- | --- |
| **Marketing Utilities** | **Definition of** | **How will the utility** | **How will the utility** |
|  | **Marketing Utility** | **be used with the** | **add value to the** |
|  |  | **product?** | **product?** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

**Resources:**