**Independent Practice Assignment #2**

**Four Eras of Marketing Project**

Goal: Students will gain a better understanding of the history of marketing in the U.S.

by researching and understanding the four Marketing Eras: Production, Sales, Marketing Department, and Marketing Concept.

Students will first complete the following table and then develop a PowerPoint presentation that covers the information in the table. The project will be evaluated according to the teacher’s specifications. All four marketing eras must be equally defined in the PowerPoint Presentation.

List ten facts for each of the following marketing eras.

|  |  |  |  |
| --- | --- | --- | --- |
| Production Era | Sales Era | Marketing | Marketing |
|  |  | Department Era | Concept Era |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |