**The “Four Ps”**

**Directions:** This is a classification activity. Your goal is to look at the words below and then determine if it is an example of product, price, promotion, or place. Write the word in the correct column.

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| Car | Coat | Dentist | All Day Lagoon Pass |
| Newspaper | Wholesale | Warehouse | Personal Selling |
| Distribution | Food | Taxi | Retail |
| Profit | Labor | Cost | www Address |
| Coupons | Business Address | Flyer | Computer |
| Restaurant | Mark-up | Radio | Billboard |

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| --- | --- | --- | --- |
| Product | Price | Place | Promotion |
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