

IMAG – Marketing Notes
Lesson 1 – Pricing

1. What are the functions of Marketing:
 - 1.
 - 2.
 - 3.
 - 4.
 - 5.
 - 6.
 - 7.

2. How is price determined?

3. Define cost

4. Define selling price

5. Define profit

6. How do you determine profit margin?

7. What are the factors that cause prices to change?

8. Why is it important understand (cost, selling price, profit)

Use the following information to determine (cost, selling price, profit, profit margin) for each item and the complete order.

Product	Cost	Unit Cost	Selling Price	Profit	Profit Margin
Black Long Sleeve T-shirt	(12)40.92				
Black Hoodie 2 color	(4) 36.92				
3 x 6 Vinyl Sign 1 color	(2) 21.00				
Case of Pepsi	(36) 9.32				
Big Texas Rolls	(12) 5.63				
Case of Water	(36) 3.78				

***Profit Margin**

Selling Price - Cost / Selling Price = %