Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Class \_\_\_

**PART I**

*Describe each core function of marketing and provide 2 examples of a task for each. This section is worth* ***28 points****.*

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| --- | --- | --- | --- |
| **Core Function** | **Description** | **Task Example #1** | **Task Example #2** |
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**PART II**

*Summarize how utilizing the core functions of marketing can lead to success in the marketplace. Provide at least 2 examples. This section is worth* ***20 points.***

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**PART III**

*Label each core function of marketing on the attached Lemonade supply chain to indicate the relationship between marketing and supply chain. This section is worth* ***28 points.***