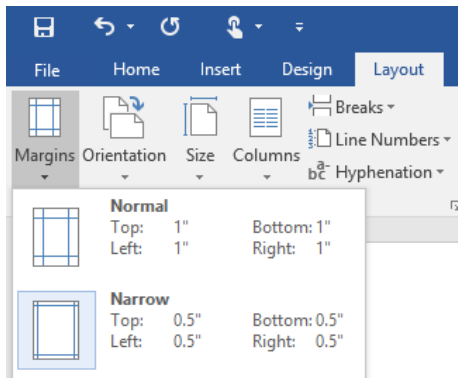


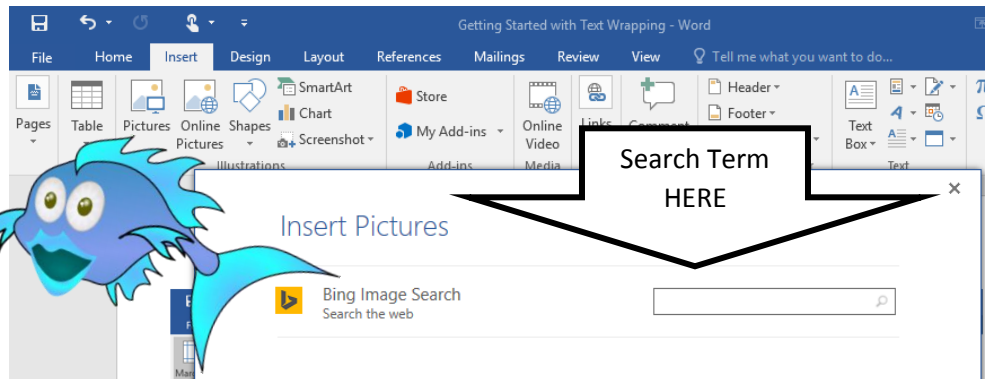
Creating a Graphic Organizer: The Marketing Concept

Did you remember our doc trick? BEFORE you get started, it will be easiest to hit the ENTER key repeatedly to create a series of blank lines down the document. Then, you can click anywhere down the page and begin inserting graphics, text, textboxes, whatever...

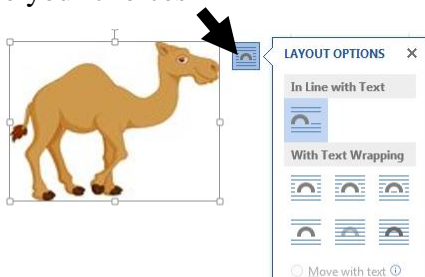


We want to use the whole sheet of paper again. FILE-NEW-BLANK document with .5" margins TOP, BOTTOM, LEFT, and RIGHT.

Insert a clip art character of your choice (INSERT – ONLINE PICTURES – Enter a search term in BING IMAGE SEARCH)



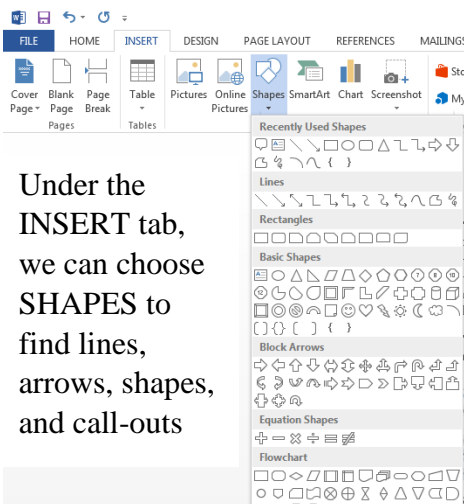
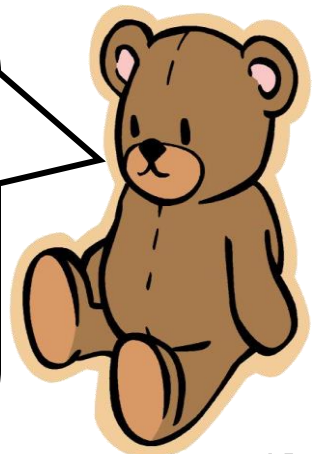
Click on Layout Options icon to see your choices



Typically we work with "Behind Text" "In Front of"

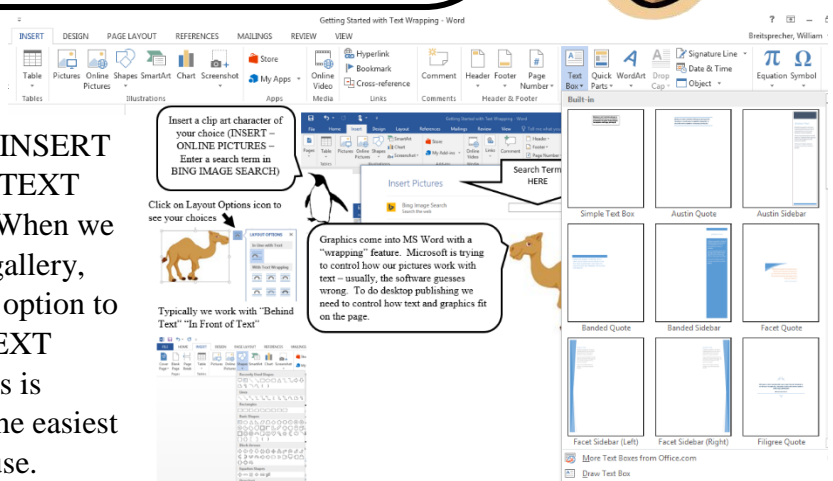
Do you remember of MS Word's "wrapping" feature works? Unless you are doing a simple document with only one picture, it is difficult to control a page-layout with the default "wrapping" options.

Pros learn how to control how our pictures work with text – usually, the software guesses wrong. To do desktop publishing we need to control how text and graphics fit on the page.



Under the INSERT tab, we can choose SHAPES to find lines, arrows, shapes, and call-outs

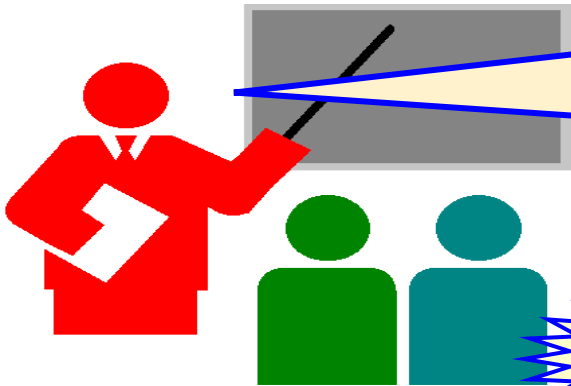
Under the INSERT tab, insert TEXT BOXES. When we open this gallery, there is an option to DRAW TEXT BOX. This is probably the easiest option to use.



Marketing Basics

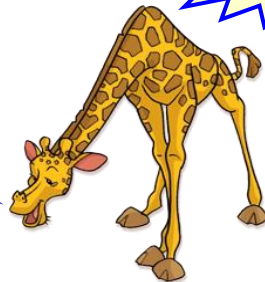
By YOUR NAME

WordArt would look good at the top here.



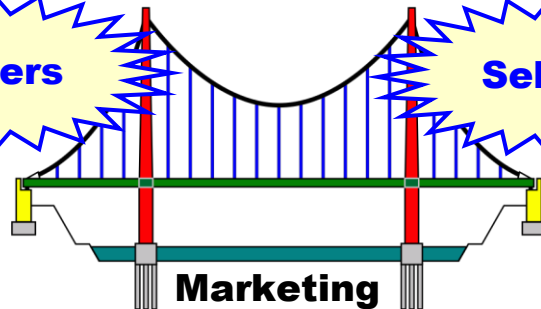
The marketing concept is simple. We focus on what customers and consumers need or want. We develop products and services to satisfy those needs and wants. We do all of this at a profit, because businesses need to bring in more money than they spend.

Marketing is a bridge that connects buyers and sellers.



Buyers

Sellers



SELLING



7 Functions of Marketing

