**DIRECTIONS TO THE INSTRUCTOR FOR GROUP ACTIVITY 2**

**Preparation:** Students may need Internet access to complete this activity.

**Process:** Divide the class into groups of three or four students each.Allow each group to choose a company or business and conduct research on the business’s pricing activities. Are the company’s prices realistic, flexible, and competitive? Why or why not? Who sets prices at this business? What factors affect the prices? How do the prices affect product, promotion, and place decisions? When the groups are finished gathering information, have them share their findings with the class.