**DIRECTIONS TO THE INSTRUCTOR FOR GROUP ACTIVITY 1**

  **Preparation:** Write the following questions on the board:

 • How does the product’s price affect product decisions?

 • How does the product’s price affect place decisions?

 • How does the product’s price affect promotion decisions?

 **Process:** Divide the class into pairs. Ask each pair to choose two similar products—one that is low priced and one that is high priced. Students should answer the above questions for *both* products. When the groups have finished, ask them to discuss their answers with the class.