**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.