Station 1: Closer Look at the Cost of Sales and Marketing Expenses

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| **Mrs. O’s Clothing Company**  March – July Marketing Expenses | | | | | | |
|  | **March** | **April** | **May** | **June** | **July** | **TOTALS** |
| **Social Media** | $0 | $2546 | $5000 | $3500 | $1000 |  |
| **TV Commercial** | $0 | $3500 | $0 | $1000 | $0 |  |
| **Radio Commercial** | $585 | $585 | $585 | $585 | $585 |  |
| **Magazine** | $528 | $528 | $528 | $528 | $528 |  |
| **Billboards** | $2000 | $2000 | $2000 | $2000 | $2000 |  |
| **Special Events** | $1275 | $0 | $1415 | $0 | $0 |  |
| **Total Monthly Marketing Expenses** |  |  |  |  |  |  |
| **Toal Sales** | $17,712 | $29,995 | $26,870 | $37,993 | $15,834 |  |
| **Percentage of Sales for Marketing** |  |  |  |  |  |  |
| **Profit** | $13,324 | $20,836 | $17,342 | $30,380 | $11,721 |  |

1. In which month did Mrs. O’s company spend the **greatest** percentage of sales on marketing? **Least**? What do you have to consider to calculate the percentage of sales for marketing?
2. What was the **greatest** marketing strategy expense? **Least**?
3. What was the **average** monthly marketing expense?

Station 2: Considering Impact

1. What impact do you think social media has on the marketing strategy? Justify your answer with data from the graph.

Station 3: Real-World Connection

1. Which **two** marketing strategies **should you keep**? Justify your answer with data from the graph.