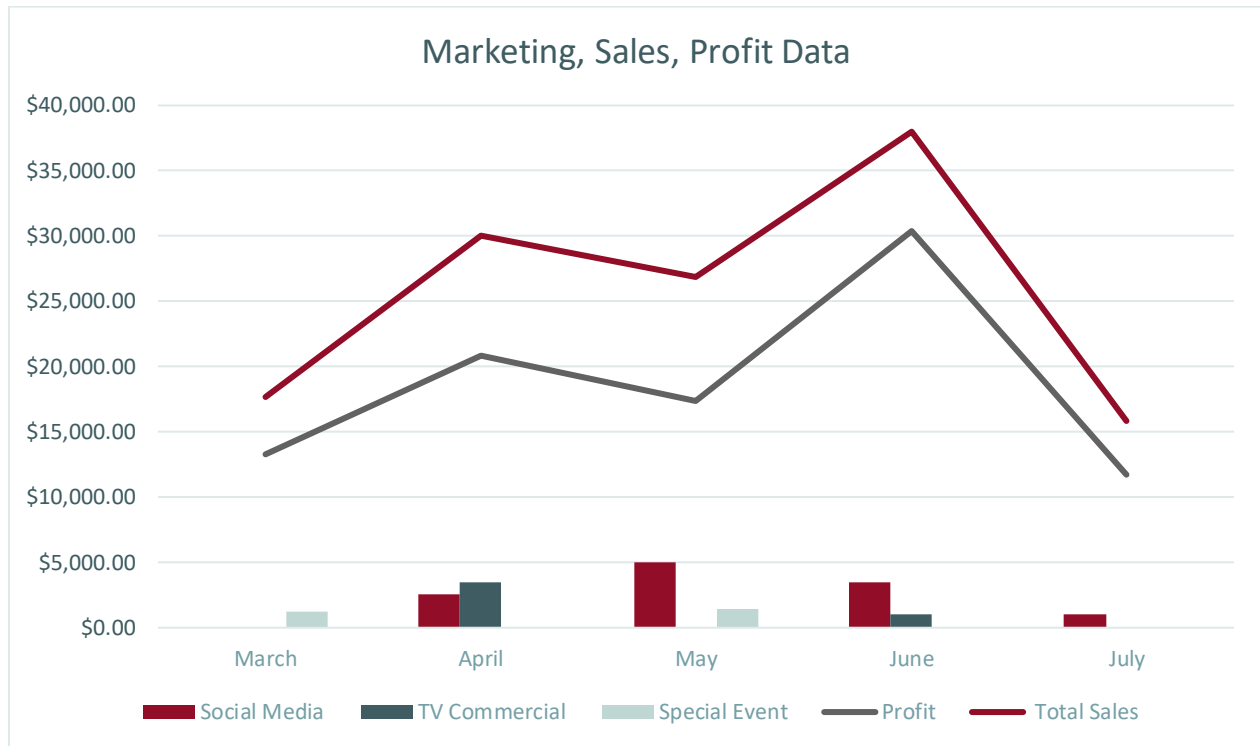


## STATION 1: CLOSER LOOK AT THE COST OF SALES AND MARKETING EXPENSES

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						
Total 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	

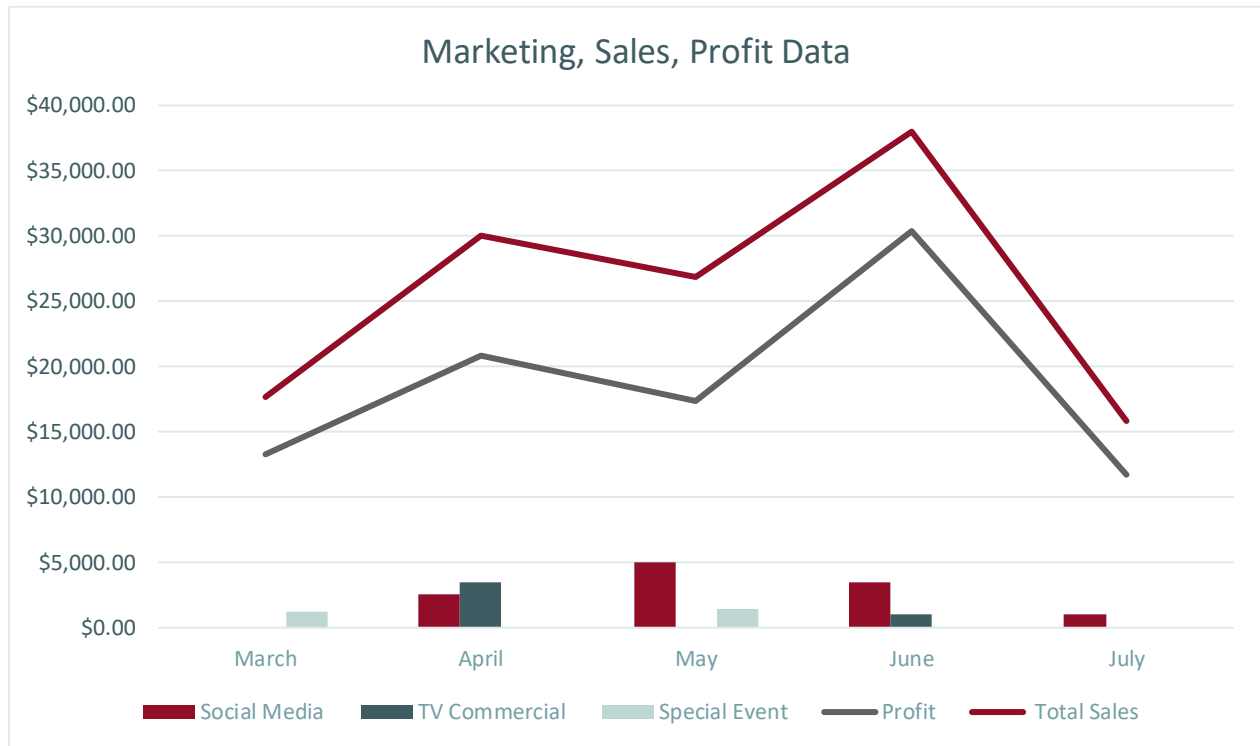
1. In which month did Mrs. O's company spend the **greatest** percentage of sales on marketing? **Least**? What do you have to consider to calculate the percentage of sales for marketing?
2. What was the **greatest** marketing strategy expense? **Least**?
3. What was the **average** monthly marketing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

## STATION 2: CONSIDERING IMPACT



4. 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



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