Cost of Sales Chat Stations

**Directions**: Use the table or graph to answer the questions at each station. Justify your answers using the data from the graph/table. Record your answer in the space provided.

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

| Station 3 |
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| 1. Which **two** marketing strategies **should you keep**? Justify your answer with data from the graph. |