

Name: \_\_\_\_\_ Date: \_\_\_\_\_



## Chapter 7 Review

### Listen and Speak

#### Instructions

In Chapter 7, you learned about the differences between in-bound and out-bound marketing. Prepare a presentation showcasing examples of how in-bound and out-bound marketing strategies can be either effective or ineffective. Using an internet search engine, research examples of companies that have used both in-bound and out-bound methods of marketing. For example, a company like Coca-Cola uses influencer marketing on social media as well as traditional television commercials. In your presentation, analyze the use of both strategies and be sure to address the following key points:

- Differentiate between in-bound and out-bound marketing
- Explain the nature of in-bound and out-bound marketing
- Analyze and evaluate how individuals may have influenced social media