

# Chapter 11. Creating Products and Pricing Strategies to Meet Customers' Needs

## Tasks to Complete

We will cover the material in Chapter 11 [Creating Products and Pricing Strategies to Meet Customers' Needs](#). These are the tasks you are to complete in this module. Complete each item from top to bottom, in the order given here.

1. Read [Ch. 11 Introduction](#) in your textbook
2. Read section [11.1 The Marketing Concept](#) in your textbook
3. Read section [11.2 Creating a Marketing Strategy](#) in your textbook
4. Watch the short video and read the info on this webpage: [The 4 Ps Definition](#)
5. Watch the video overview of the assignment from your instructor: [Instructor Video Covering the Assignment](#)
6. Complete the assignment **The Four Ps of Marketing** and submit it in Blackboard.
7. Read section [11.3 Developing a Marketing Mix](#)
8. Read section [11.4 Buyer Behavior](#)
9. Read section [11.5 Market Segmentation](#)
10. Read section [11.6 What Is a Product?](#)
11. Complete the assignment **Target Markets and Market Segmentation** and submit it in Blackboard.
12. Read section [11.8 The Product Life Cycle](#)
13. Complete the assignment **The Product Life Cycle** and submit it in Blackboard.
14. Read section [11.9 Pricing Strategies and Future Trends](#)
15. Read section [11.10 Trends in Developing Products and Pricing](#)
16. Study [Ch. 11 Key Terms](#)