The Marketing Mix

Definition = 

Activity 1 - Match the P with the correct definition

<table>
<thead>
<tr>
<th>Price</th>
<th>Product</th>
<th>Promotion</th>
<th>Place</th>
</tr>
</thead>
<tbody>
<tr>
<td>The good/service produced by a business and made available to customers</td>
<td>The amount of money customers have to give up to acquire a product</td>
<td>The way in which a product is distributed - how it gets from the producer to the customer</td>
<td>Communication between the business and the customer, making the customer aware that the product is for sale</td>
</tr>
</tbody>
</table>

**PRICE**
- Must reflect the ____________ placed on the product by ____________
- A high price usually =
- Determines how much _______________ earn from their work.
- Price set must allow you to make a __________

Activity 2 - Look at the 5 baskets of goods and see if you can work out the total price

<table>
<thead>
<tr>
<th>Basket No.</th>
<th>My Guess</th>
<th>Actual Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 - Beans, Car, Mobile</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2 - Camcorder, PS3, cornflakes</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3 - Laptop, burgers, toilet roll</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4 - Ride-on lawnmower, crocs, suncream</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5 - TV, iron, washing powder</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**PRODUCT**
- Must meet customer __________
- The __________ and __________ of the product might be important factors in consumers’ __________ about buying it.
Activity 3 - Identify which needs each of the products below are meeting by matching them up

<table>
<thead>
<tr>
<th>Product</th>
<th>Needs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Scarf</td>
<td>Communication</td>
</tr>
<tr>
<td>Car</td>
<td>Warmth</td>
</tr>
<tr>
<td>Holiday</td>
<td>Cleanliness</td>
</tr>
<tr>
<td>Mobile phone</td>
<td>Entertainment/Education</td>
</tr>
<tr>
<td>Book</td>
<td>Relaxation</td>
</tr>
<tr>
<td>Toothpaste</td>
<td>Travel</td>
</tr>
</tbody>
</table>

3a How could each of the products above be improved so that they meet additional needs?

PROMOTION

- Promotion serves many purposes:
  - 
  - 
  - 
  - 
  - 

- Types of promotion
  - Advertising
  - Printed brochures
  - Leaflets
  - Sales promotion
Activity 4 - Complete the following sentences by selecting the appropriate phrases from the box below.

Because television advertising is ________________________________ form, the larger companies tend to use it. It creates ________________________________ through its ________________________________. Alternative media, such as newspapers, allow readers to ________________________________ because it is in ________________________________, unlike TV. Local radio is often used nowadays: it is ________________________________ than TV, but it has ________________________________.

keep a copy of the advert    a smaller audience    use of movement and sound
the most expensive           a permanent form      great impact less expensive

Activity 4a - Which type of promotion would help a business do each of the following? (You can use the methods more than once)

Can you give reasons?

1. Increase awareness

2. Inform customers what a product is

3. Inform customers how the product will meet their needs

4. Persuade customers to buy

5. Persuade customers to buy again

Activity 5 - What is the purpose of the three adverts you have been shown?

Advertisement 1 - Levis
Advertisement 2 - Chip Shop
Advertisement 3 - DFS

PLACE

• Products must be available to buy at locations convenient to customers
• E.g.:
  − Shops
  − Internet
  − Catalogues
  − Market stalls
Activity 6 - What kinds of products can you expect to find at each of the locations above?


Activity 7 - Design a poster for a product of your choice

It must serve the purpose you have been given.

Product ____________________________________________________

Purpose ____________________________________________________

Plan your idea below...