

The Marketing Mix

Definition =

Activity 1 – Match the P with the correct definition

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

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

| Basket No. | My Guess | Actual Price |
|--|----------|--------------|
| 1 – Beans, Car, Mobile | | |
| 2 – Camcorder, PS3, cornflakes | | |
| 3 – Laptop, burgers, toilet roll | | |
| 4 – Ride-on lawnmower, crocs, suncream | | |
| 5 – TV, iron, washing powder | | |

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

| Product |
|--------------|
| Scarf |
| Car |
| Holiday |
| Mobile phone |
| Book |
| Toothpaste |

| Needs |
|-------------------------|
| Communication |
| Warmth |
| Cleanliness |
| Entertainment/Education |
| Relaxation |
| Travel |

PROMOTION

- Promotion serves many purposes:

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-
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- 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 an image in consumers mind 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, because it has _____.

keep a copy of the advert
the most expensive

a smaller audience
a permanent form

use of movement and sound
less expensive

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.

Purpose _____

Plan your idea below...