

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

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
the most expensive

a smaller audience
a permanent form

use of movement and sound
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...

www.igcsebusiness.co.uk