**The marketing mix: Activity**

‘Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.’ (The Chartered Institute of Marketing) The marketing mix is the 7 major variables/areas for which decisions must be made to effectively market a product to its customers.

|  |  |
| --- | --- |
| **Write a description of each of the 7Ps in the boxes below** | |
| Price |  |
| Product |  |
| Promotion |  |
| Place |  |
| People |  |
| Process |  |
| Physical environment |  |

|  |
| --- |
| **What is a target audience?** |
|  |

**Who is the target audience for:**

**McDonals’s**

**Lidl**

**Waitrose**

**Nando’s**

**Nintendo Wii**

**Premier League Football**

**Tiffany Jewellery**

**Mercedes**

**JD Sports**

| Product | Describe the target market for each product | Price – Which pricing strategies are used? E.g. Expensive, mid-range, cheap | Product – What are the characteristics of the product that the target customers value? | Promotion –What promotion methods are used to communicate & persuade their customers about the product? | Place & Process– Where is the product sold, through what methods? | People - What is the interaction with staff like for the customer? How is customer service? | Which element of the marketing mix do you consider most important and why? |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Sony PlayStation 4 games console |  |  |  |  |  |  |  |
| Luxury car, e.g. Aston Martin Vanquish |  |  |  |  |  |  |  |
| Apple iPhone 6 |  |  |  |  |  |  |  |
| Cadbury Dairy Milk chocolate bar |  |  |  |  |  |  |  |
| A summer blockbuster movie |  |  |  |  |  |  |  |
| BP petrol |  |  |  |  |  |  |  |