



Business Virtual Learning

HS/Marketing

Topic: Functions of Marketing

May 5, 2020



Lesson Topic: Functions of marketing

Lesson Objectives:

1. Describe the seven functions of marketing.
2. Analyze how the functions of are applied in a business situation.

Lesson Instructions:

1. Read and study the example of how the 7 functions of marketing are applied to the example given.
2. Read the scenario given and try to decide how each function would be applied to that situation.
 - a. On a google doc, tell me how each is applied.

Functions of Marketing Scenario

- Erika noticed a trend in healthy eating and decided to create a high-end, organic sports drink option for sports enthusiasts. Before launching, Erika heavily researched current products on the market and developed an in-depth understanding of exercise science. Her product, Force, contains juiced fruits and vegetables, added vitamins and minerals, and no artificial coloring.
- She started by setting up a stand at youth sports complexes selling drinks. She has since expanded to local gas stations and grocery stores. She currently has one truck that handles all of her deliveries. She got her initial investments from friends and family. She has also taken out a loan from Moon Depository. She has conducted market research via surveys and a focus group. Since then she has evolved her product to include additional flavors based on that feedback.
- Her prices range from \$2.79-\$4.50 for a 12 oz. beverage. She is currently utilizing Facebook, Instagram, and coupons to promote her product. Erika has a soccer and basketball team that both LOVE her product and purchases Force for the whole team. She frequently makes it a priority to view their game schedule and be on site for those events.





Force contains juiced fruits and vegetables, added vitamins and minerals, and no artificial coloring. Erika has since added additional flavors to appeal to consumers.

Product/Service Management

What efforts have been made to obtain, develop, maintain, or improve the product?

Distribution

How are the goods/services getting to the customers?

Erika attends sporting events and sets up a stand. She also has a truck that delivers the product to local retailers.

Selling

How are the goods and services provided? How are relationship built?

Erika is using relationship marketing by making it a priority to attend events of her biggest customers

Force Example Sample Answers Key

Marketing Information Management

How is information gathered?

Erika studied exercise science, competitors' products, conducted surveys and a focus group.

Promotion

What efforts have been made to inform, persuade, or remind potential customers about the product or service?

Facebook, Instagram, and coupons

Pricing

How much is charged for the product?

\$2.79-4.50

Financing

Where did the start-up money come from?

Friends, family, and a loan from Moon Depository

Your task

You and your partners own a shoe company. A potential investor has requested a visual aid detailing your functions of marketing.

Start by discussing your business concept with your partners and come up with at least 3 “bread & butter” products.

From there elaborate on how each function represents your business. Remember this is for a potential investor and he would like to see your best work with well-developed ideas.

Put your idea into a google doc and share with your teacher.



