



Business Virtual Learning

HS/Marketing

Topic: Marketing Mix

May 8, 2020



Lesson Topic: Marketing Mix

Lesson Objectives:

1. Apply the right marketing mix to business situations

Lesson Instructions:

1. Read about the Marketing Mix on the next slide.
2. Watch the [video](#)
3. Complete the activity on the last slide



Lesson Topic: Marketing Mix

The marketing mix deals with the way in which a business uses price, product, distribution and promotion to market and sell its product.

The basic marketing mix is often referred to as the "Four P's" - since the most important elements of marketing are concerned with:

- **Product** - the product (or service) that the customer obtains
- **Price** - how much the customer pays for the product
- **Place** – how the product is distributed to the customer
- **Promotion** - how the customer is found and persuaded to buy the product

It is known as a "mix" because each ingredient affects the other and the mix must overall be suitable to the target customer.

4Ps:

Place!

Promotion!

Product!

Price!



Lesson Topic: Marketing Mix Activity

Read the example below and decide what parts fit with each element of the marketing mix.

Rabbit is a well-established technology company that produces laptops, touch screen PCs, desktops, and tablets. The biggest selling models in each of these areas include: Rex (a laptop) that sells for \$499, Cottontail (a touch screen PC) that sells for \$749, Riverine (a desktop) that sells for \$376, and the Volcano (a tablet) that sells for \$149.

Rabbit's headquarters are based out of Atlanta, GA. They currently have a market share of 19% and are the 3rd largest tablet vendor in the world. Rabbit's products are sold primarily from their website, but also by big retailers such as Amazon, Best Buy, Walmart, Target, etc. Rabbit uses TV commercials, e-mails, flash sales, Internet ads, and seasonal sales to stimulate sales.

1. On a google doc, decide what information is part of each of the parts of the marketing mix.