

# The Marketing Mix Introduction

"The combination of factors used to market any particular product." .....

The four key factors are:

- Product
- Price
- Place
- Promotion

**Key Stage 4**

**CCEA**

Lesson Duration: 1 Hour

**1) Write a definition for each of the four key factors using the Glossary in the: Interactive Business CD-ROM "The Marketing Mix"**

One way of identifying one product or service from another is by brands ie Mars; Cadburys; Coke; Fanta; HP, Heinz, McDonalds or Burger King. This involves using standard colours, a common name, standard size containers or any means of making recognition easy.

**2) Write down a list of brand named products you or your family frequently purchases.**

## Activity .....

You are the managing director of a company which manufactures an extremely well-known and popular brand of soft drink. Your branding includes not only the name of the drink, but also distinctive packaging. You have advertised your product extensively, and have a large share of the soft drink market. However, you are well aware that there is a great deal of competition in your sector of the market.

- What is the name of your company?
- What is the name of your product?
- Describe your product.
- Describe your packaging.
- Where do you sell your product?
- How much do you charge for your product?
- Where do you advertise your product?
- Who are your major competitors?
- How do you compete against your competitors ie price, unique product?

**Take a virtual plant tour at the Coca-Cola Internet Site:**

**<http://www2.coca-cola.com/ourcompany/aboutbottling.html>**