Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ #\_\_\_\_\_\_ Class: \_\_\_\_\_\_

**Marketing:**

***The Four P’s***

1. **What is the difference between a company tactics, strategies, and objectives?**

\_\_\_\_\_\_ 1. Tactics \_\_\_\_\_\_ 2. Strategies \_\_\_\_\_\_ 3. Objectives

* 1. Are then developed to accomplish goals and it reflects the method to achieve the goal (what to do).
  2. Are then developed to accomplish the strategies; it is the how things will be done, daily actions.
  3. Established on a yearly basis and support the mission statement. Must be measurable and have a deadline.

1. **The Marketing \_\_\_\_\_\_\_\_\_\_\_\_\_\_** is the idea that a business should strive to satisfy customers’ needs and wants while generating a *\_\_\_\_\_\_\_\_\_\_\_\_*for the firm.
2. Marketers examine *two* key factors to define their **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_:**

* Who is interested in a product & Who can afford their product

*\*In order to be considered part of a market, consumers must meet both criteria.*

1. .) **Market \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** is the process of classifying customers by needs and wants.

* Goal is to identify the group of people who are most likely to become customers.
* This specific group is known as a **\_\_\_\_\_\_\_\_\_\_\_\_\_Market**

1. **What is the difference between a consumer & a customer?**
2. To develop a clear picture of a target market, businesses create **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** lists of information about the target market.
3. Age b. Income Level c. Ethnic Background d. Occupation
4. Attitudes f. Lifestyle g. Geographic Residence

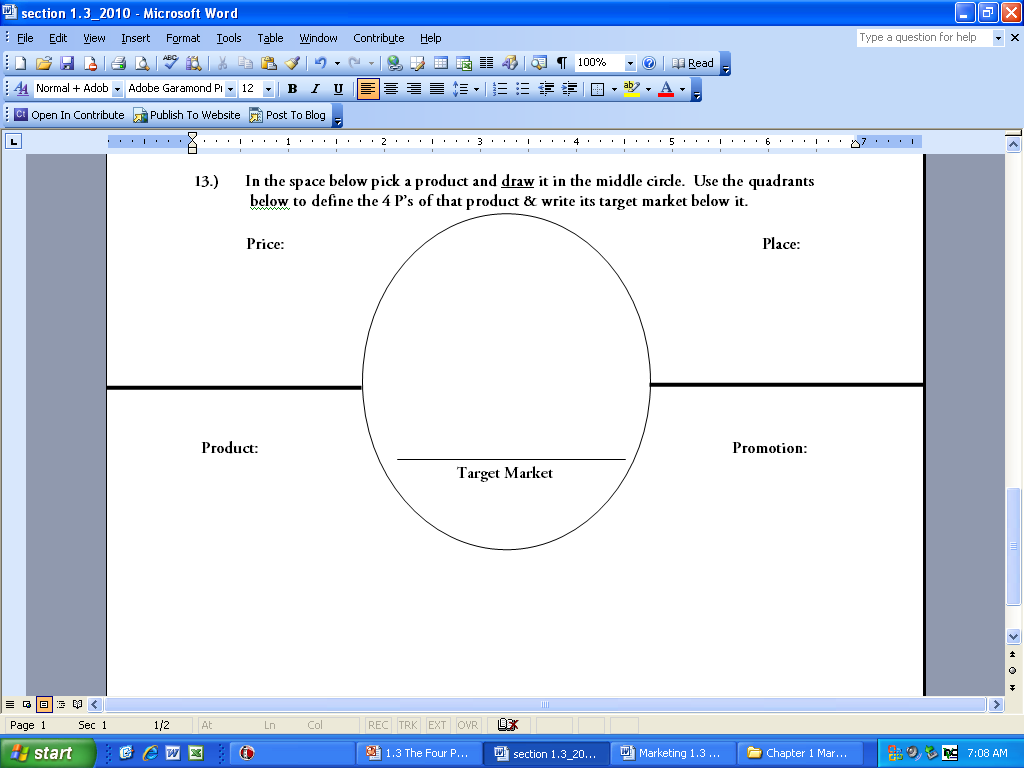
6.) The **Marketing \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_** includes four basic marketing strategies called the four P’s:

* \_\_\_\_\_\_\_\_\_\_\_\_\_: What you decide to make and sell. Includes the features, benefits, packaging, name, and brand.
  + \_\_\_\_\_\_\_\_\_\_\_\_: Deals with how and where a product will be distributed.
* \_\_\_\_\_\_\_\_\_\_\_\_: Price is what is exchanged for the product. Reflects what a customer is willing and able to pay.
  + \_\_\_\_\_\_\_\_\_\_\_\_: Refers to decisions about advertising, personal selling, sales promotion, and

publicity.

1. **In the space below pick a product and draw it in the middle circle.**

* **Use the quadrants below to explain how the 4 P’s of this product are accomplished.**
* **Write its target market below it.**



**Marketing Mix Assignment**

**Step #1:**

* Take out a sheet of paper & write down your name at the top.
* Create a customer profile about yourself
* List at least 10 (the more the better) hobbies, interests, likes, wants, needs, etc…that describe them and their interests

(Possibilities include favorite colors, movies, hobbies, music, travel, brands, toys, tv shows, etc..)

Age: \_\_\_\_\_\_ Gender: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Occupation: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**From this list you will develop a \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ that best meets their \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

**I shared my customer profile with: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.**

**Once created; you will use the Marketing Mix to explain how you would market your creation. Your final project should be on a posterboard, powerpoint slide, or piece of construction paper so that it is easy to view.**

**Grade:**

Product is based on customer wants and needs and effectively appeals to customers interest \_\_\_\_/5

Price is affordable and reflective of person being targeted and product designed \_\_\_\_/5

Place is realistic and effective in getting product in the hands of the customer \_\_\_\_/5

Promotional methods used are effective in gaining consumer attention, interest, and desire. \_\_\_\_/5

Visual aid is clean, neat, and clearly depicts necessary information \_\_\_\_/5

**Final Grade:\_\_\_\_\_\_\_/25**