**BTEC Level 2 First Award in Business (2018)**

**Unit 1 Introduction to Business**

**Learning Aim C:** Investigate the use of the marketing mix

**Assignment Title: The 4Ps of the marketing mix**

Following on from your three successful blogs introducing business concepts, the students are keen to find out more about business. Having covered market research, your boss asks you to produce a final blog to cover the marketing mix, known as the 4Ps:

* product
* price
* promotion
* place

The marketing mix is the first step a business takes in planning the marketing of what it has to sell. There are different elements they need to think about in getting the goods or services successfully to market. The business has to make decisions on the product, its price, how they will promote it and where they will sell it.

You should choose **one** business for this final blog. It could be the business you used for Assignment 2, as you are now familiar with it and know where to find information about it.

You need to gather information about the marketing mix a selected business uses and evaluate it, putting forward some ideas for improvements.

**Task 1 - P5**

The blog post must provide a methodical and detailed examination of the different features of the marketing mix (4Ps) a business uses.

You must:

Describe how the marketing mix ( each of the the 4Ps) is used by your chosen business and how it tailors its approach to each of the Ps specifically to attract and appeal to the needs of its target customers. You must include who the target market is – their “demographics” – e.g. age, wealth, gender etc as relevant.

* Product: (eg appearance, features, benefits to customers, packaging)

* Price (and pricing strategy – e.g. penetration pricing, skimming, competitor-based, cost-plus, premium, psychological)

* Promotion (e.g. advertising, public relations, sales promotions, direct marketing)

* Place (where is the product sold – in store (bricks), online (clicks), and/or a mix of both? Is it only available in one country or continent, or is it global?)

**M4**

Drawing on your answers to P5, now summarise why the 4Ps are used together in this way. How does this blend of the 4Ps meet the needs of the target market customers? (You must briefly describe who the target market is – their “demographics” – e.g. age, wealth, gender etc as relevant).

**D3**

Finish the blog by reviewing all the information you have gathered. Use the information to draw a conclusion on how successful you think the business has been in using the marketing mix to encourage customers to buy its products or services. You must also show that you have thought about how the business can improve aspects of its marketing mix (what in your view could it do better) and give reasons for your suggestions.

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**Bibliography**

Keep a note of books and websites used here