**Introduction to Marketing**

Market orientation, product orientation and asset-led orientation

Define market: …………………………………………………………………………………………………………………………………………………………….

Define marketing: …………………………………………………………………………………………………………………….………………………………….

 ……………………………………………………………………………………………………………………………………………………………………………………..

**Activity 1**: Match the marketing strategy with the correct explanation

|  |  |
| --- | --- |
| Marketing Strategy | Explanation |
| 1. Market orientation
 | 1. When a business bases its marketing mix on what the business sees as its internal strengths
 |
| 1. Product orientation
 | 1. When marketing decisions are based on the needs of the customer and strengths of the business
 |
| 1. Asset-led marketing
 | 1. When a business bases its marketing mix on its perceptions of what markets want
 |

**Activity 2**: To what extent are the following companies market led, product led or asset led? Fully justify your answer

1. Apple
2. Tesco
3. Coca Cola
4. Amazon
5. Costa
6. Dyson

The Marketing Mix

Activity 3: Using

|  |  |
| --- | --- |
| 1. P…………………
 | 1. P…………………
 |
| 1. P…………………
 | 1. P…………………
 |

Extension: Which is the most important P? Does it depend on whether you take a long-term or short-term view?

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