

Principles of Marketing Study Guide

Exam 1

What are marketing mix factors all about? (what's being controlled or changed?)

Marketing mix = collection of tools/strategies

What are the components of marketing? (Components of marketing mix)

1. Product (what's being sold)

2. Place (where, how, through whom to sell) (distribution, logistics, channels)

3. Promotion (how to get attention, what to say)

4. Price (what to charge, when to offer)

What are the 4 Ps? (Product, Place, Promotion, Price)

Marketing mix

1. Product (what's being sold)

2. Place (where, how, through whom to sell)

3. Promotion (how to get attention, what to say)

4. Price (what to charge, when to offer)

What are the factors for marketing? (Factors for marketing mix)

1. Geographic location (where to sell)

2. Time (when to sell)

3. People

4. Information (what to say, how to say it)

5. Quantity (how much to sell)

6. Quality (what to sell)

7. Relationship (how to sell, how to sell to)

What are the 4 Ps? (Product, Place, Promotion, Price) (Marketing mix factors)

1. Product (what's being sold) (Product mix)

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3. Promotion (how to get attention, what to say) (Promotion mix)

4. Price (what to charge, when to offer) (Price mix)

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What are the 4 Ps? (Product, Place, Promotion, Price) (Marketing mix factors)

1. Product (what's being sold) (Product mix)

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