



Department of Education
SCHOOLS DIVISION OF CITY OF MEYCAUAYAN
Pag-asa St., Malhacan, City of Meycauayan, Bulacan



Senior High School

12

Activity Sheet in Principles of Marketing

Quarter 2 – Week 1-3:
Marketing Mix
ABM_PM11-IIae-16-19



GOVERNMENT PROPERTY
NOT FOR SALE

MARKETING MIX



LET US KNOW

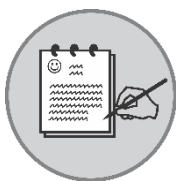
Marketing mix refers to blending strategies used by marketer to satisfy and engaged their target market. This is also known as the Four P's of marketing, a variable that marketers can control to achieved entities prime business objective. Marketing must be carefully designed for its target market. For an instance Jollibee Food Corporation and Kentucky Fried Chicken are both in the same industry however looking at its strategies. Jollibee Food Corporation target market are parents with young children while Kentucky Fried Chicken targets families and young consumers, positioning its products to in every generation. It is a planning of how to will a business will used its advantage in terms of place or location. The effective product promotion and how it will come up with pricing regulation and entice demand from its market in this activity sheet we will discuss the combination of four P's of marketing and how it was managed to in dealing with marketing strategies decision.



LET US REVIEW

Directions: Choose the correct letter of an answer. Write your answer in a separate sheet of paper.

1. Dividing the consumer market into domestic users and foreign users is an example of _____.
 - a. Market Segmentation
 - b. Undifferentiated marketing
 - c. Customer Marketing
 - d. Cost
2. Gender is one of the examples of which market segmentation variable?
 - a. Lifestyle/ Psychographic
 - b. Demographic
 - c. Behavioral
 - d. Geography
3. South East Asian nation represent which type of market segmentation variable?
 - a. Lifestyle/ Psychographic
 - b. Demographic
 - c. Behavioral
 - d. Geography
4. Targeting soft drink users as light, medium, or heavy users depending on their consumption patterns is an example of which segmentation variable?
 - a. Lifestyle/ Psychographic
 - b. Demographic
 - c. Behavioral
 - d. Geography
5. Lifestyle segmentation is about _____.
 - a. Understanding how people live and developing products/services that match the way of life.
 - b. Dividing into distinct group of buyers.
 - c. Understanding consumers like and dislike.
 - d. Developing stylish products for all segments.



LET US STUDY

Establishing understanding of Four P's of Marketing is the first step of learning on managing the variables and components of a marketing plan used by the business. It is considered a tool that helps businesses create its competitive advantage as we develop a marketing plan. These factors interact significantly aligned to its external and internal environment to meet its consumer needs.

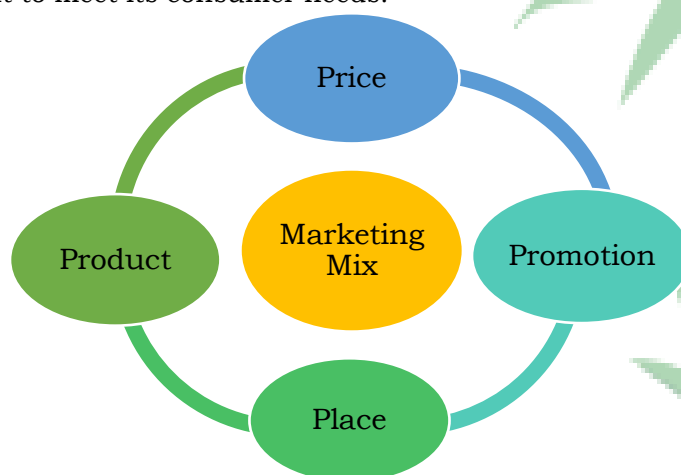


Figure 1 Four P's of Marketing "Marketing Mix"

Price

It refers to a cost paid by the consumer in availing products or services. Price is vital for it was affected by supply cost and consumer demand. It was also affected by time and season. For instance, if a product is more likely to have a higher price if the product has less supply and there is an increase in demand. The price of the product happened to increase or decrease depending on its season. The marketer must develop a pricing strategy to encouraged consumer in availing the product based on their needs and wants. Pricing is influenced by a variety of legal constraints imposed by the government.

Pricing includes the cost of product raw materials, processing and packaging, tax imposed and profit of the business. Here in the Philippines, prices of commodities are governed by Department of Trade and Industry (DTI). The government-imposed **RA 7394 (Consumer Act of the Philippines of 1991)** as the legal basis for consumer protection in the country. The law embodies the state policy on the protection of consumers and establishes standards of conduct for business in the country.

As marketer it is important to set the following objectives as we decide for the price our product:

Table 1. Pricing Objectives and its Purpose

Objectives	Purpose
Profitability objectives	Profit Maximization
Volumes Objectives	Sales Maximization / Market Share
Meeting Competition Objectives	Value Pricing
Prestige Objectives	Lifestyle image
Not for profit objectives	Profit maximization, cost recovery, market incentives, market suppression

Mark Up's are amount marketer adds to a product's cost to set the final selling price.

Mark Down's is a price reduction a firm makes on an item. The reasons for markdowns include promotion for price reduction.

Other examples that involved pricing strategy cash discounts, shipping fees, trade discounts (Wholesale and retail price) and penalties.

Product

Product as defined by marketer is a bundle of physical service and symbolic attributes, designed to satisfy customer's wants and needs while a service is an intangible task that satisfy the needs of consumers and business users. In marketing we put a spectrum that separate goods and services according to their attributes from pure goods and pure services and we called it good-service continuums.



Figure 2. The Goods Service Continuum

Classification of Goods and Services

Consumer Products are products destined for use by ultimate consumers.

Business- to- business (B2B) Product is directly or indirectly contributing to the output of other products for resale, also called industrial or organizational product.



Figure 3. Consumer Product

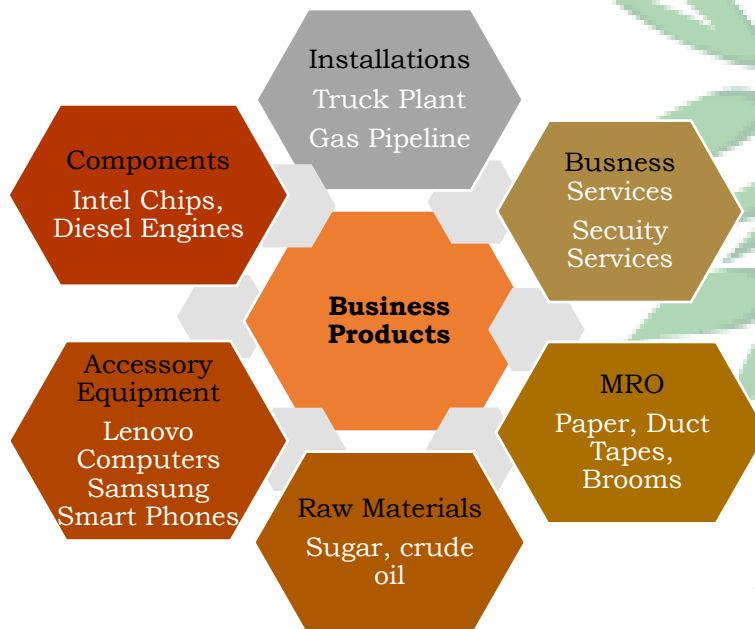


Figure 4. Business Products

Product Life Cycles

The progression of a product through introduction, growth, maturity and decline stages. It applies to the products or product categories within the categories not to individual brands.

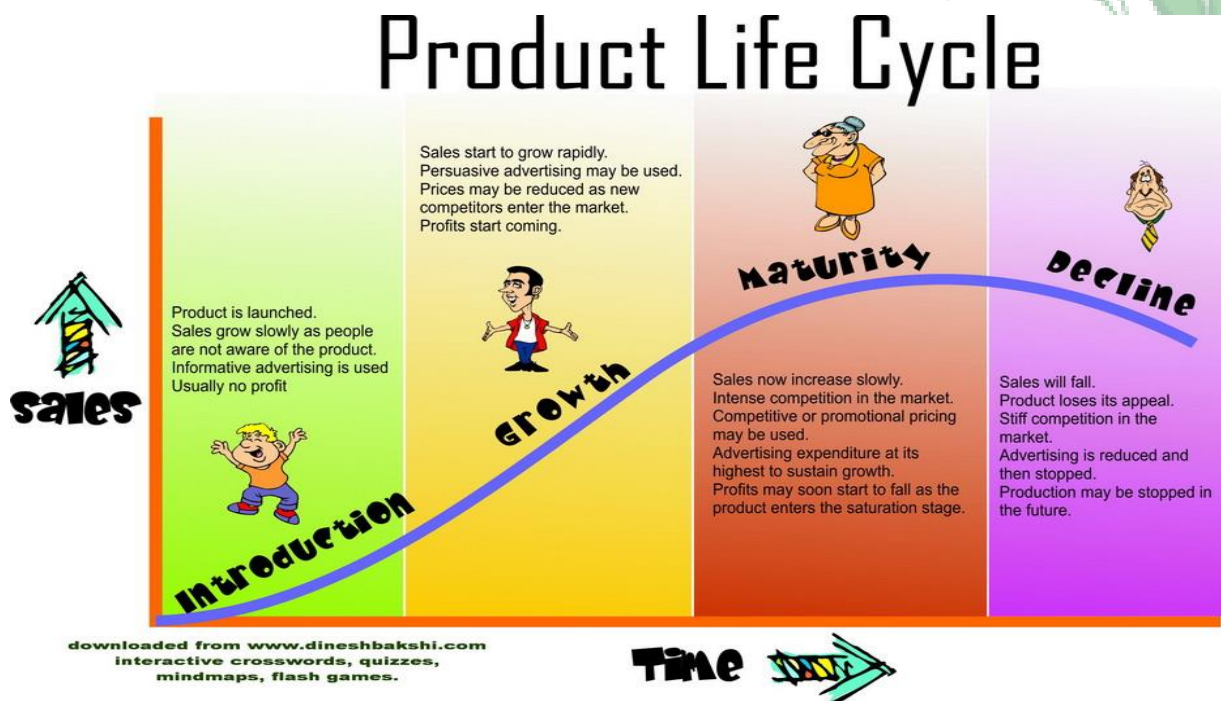


Figure 5. Source <https://elokmagozian.files.wordpress.com/2013/12/product-life-cycle.jpg>

Marketer should constantly monitor the product and continuously develop to adapt changes in consumers wants and need. To stimulate the consumer's buying behavior and maintain the brand recognition in the market.

Place

A firm's distribution channels play a vital role in its overall strategy because channel provide how firms makes goods and services available to its consumer. The Marketing Mix Place facilitate the exchange of goods and services. Channels happened to change overtime. From traditional space or physical distribution, mass media and online distribution (websites, social media, and shopping application via (Lazada and Shopee) These are all known as marketing channels.

Types of Marketing Channels

Marketing Intermediary or Middleman, wholesale or retailers that operates between producers and consumers or business users.

Wholesaler is an intermediary that takes title to the goods it handles and then distributes these goods to retailers, or business or B2B customers.

Direct Channel marketing channel that moves goods directly from producer to the business purchaser or ultimate user.

Direct Selling strategy is designed to establish direct sales contact between produces and final user.

- Intermediaries
- Dual Distribution is a network that moves products to a firm target market through more than one market channel.
- Reverse channel a channel that design goods to their producers.

Promotion refers to the communication, campaign and advertising product and services. Its activities may include personal selling, public relation, sales promotion, and social media exposure. It is vital for it must blend well with place, price and product offered.

Examples: marketing communications such as content, stories and benefits, jingle, brand logo recognition and taglines. It is a communication to persuade customers to avail the product and services.

Thee 8 P's of Marketing

As marketing studies evolved, marketing mix happened also to add new concepts that further enhanced its structure. It is a dynamic change supplemented the 4p's of marketing which gives focus on the other aspect of business.



Figure 6. <https://heidicochen.com/four-ps-of-marketing-mix>

The marketing mixes included people that has a direct relationship with business or key personnel, principles which refers to the companies' core values, mission, vision, goals, and objectives. Process, which includes the day-to-day operation and production. Performance that measures business financial goal and aligned it to its strategic objective.



LET US PRACTICE

Directions: Create an example that discuss and define the Eight Ps of Marketing. Write your answer on a separate sheet of paper.

1. Price
2. Product
3. Promotion
4. Place
5. Process
6. People
7. Principle
8. Performance



LET US REMEMBER

Marketing mix are variables that marketers used to develop strategy in response to target market changing needs. As business expanded and market demand and expectation for satisfaction increase. Marketer developed an additional marketing mix that marketer need to study to develop strategies that will prepare the organization for global market and process. For this reason, eight marketing mix concepts evolved and widely used in preparation of business marketing plan.



LET US APPRECIATE

Directions: Developed a marketing mix. Create a plan to attract customers and avail the following business idea given. Used the 8p's of marketing for creating a strategy and plan. Write your answer on a separate sheet of paper.

- a. Pizza Parlor
- b. COVID-19 vaccines
- c. Samsung Android Phone



LET US PRACTICE MORE

Directions: Create a strategy for the given business situation using the given marketing mix. Write your answer on a separate sheet of paper.

1. **Objective:** Create a fun and exciting dining experience.

Plan for Product / Service:

2. **Objective:** The restaurant should look good and feel like cozy.

Plan for Promotion

3. **Objective:** To distribute milk tea product without incurring too much cost.

Plan for Place:

4. **Objective:** To create a very affordable and value-based product

Plan for Place:



EVALUATION

Performance Task: Present in class the develop marketing mix created in the activity section let us appreciate it. Create a power point presentation and discuss your answer.

Presentation Rubrics					
1. Evidence of preparation and (organized presentation, presentation/discussion flows well, no awkward pauses or confusion from the group, evidence you are prepared.	1	2	3	4	5
2. Content (presented accurate & relevant information, appeared knowledgeable about the case studies assigned and the topic discussed, offered strategies for dealing with the problems identified in the presentation	1	2	3	4	5
3. Creativity (Discussed the strategy and showed innovation fit for target market.)	1	2	3	4	5
4. Delivery (clear and logical organization, effective introduction, conclusion and communication skills and marketing ethics is practice.	1	2	3	4	5
5. Effective Strategies for each marketing mix (Strategies are aligned with company's marketing goal).	1	2	3	4	5



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