

Marketing (4-Ps)

Marketing Overview Topics

Describe in three or four complete sentences each topic presented here. Define what it is, and explain why it is important within a business.

Marketing Plan

Market Segments

Product and Service Bundling

Product Design

Price

In the table below this, describe each subject area, and explain why it is an important aspect of a business.

Pricing Strategy	Definition/Description	Why Important
Pricing Process	Definition/Description	Why Important

Product

In the table below this, describe each subject area, and explain why it is an important aspect of a business.

Product Cost	Definition/Description	Why Important
Product Benefits	Definition/Description	Why Important
Brand Packaging	Definition/Description	Why Important

Promotion

Explain each of these topics in your own words, and describe how they inter-relate to product pricing.

Company Promotion through Referrals and Word-of-Mouth Marketing Efforts.

Promotional Signs and Displays.

Place

Describe the business impact of "Placement" and "Place" in terms of distributing a product.

Competition

Describe (or draw) a Planagram – and describe how planograms are used in retail.