

MARKETING PROJECT

“THE MARKETING MIX”

ASSIGNMENT:

Create a representation of the 4 major categories that make up the marketing mix or the “4Ps.”

REQUIREMENTS:

- You must have the definition of marketing and the definition of the marketing mix (both from your notes) featured on your project.
- The project must show that the 4 Ps are interconnected (use a figure like the puzzle pieces above).
- Find examples of each of the four P’s using the internet (copy and paste). You can also use magazines and newspapers (scan or take a picture of the item)
- Each category must have at least 2 examples with descriptions that explain why each picture illustrates the specific element of the marketing mix.
- The same example can not be used twice (for example, a coupon could be an example of price or promotion but could only be used in one area—not both).
- Examples must be different in each category—the Georgia Dome and Phillips arena are basically the same thing or idea—need **DIFFERENT** examples for credit.
- You may turn your project in using a word processing program (like Word), PowerPoint, or make a brochure using MS Publisher.
- You may **not** use any of the illustrations from the example that follows
- Examples must be appropriate for a high school student (**products should be rated G!**)

GRADING:

Each correct example with explanation:

10 points (8 examples worth 10 points each= 80 points total)

Definitions/figures: 15 points (5 points each)

Creativity and neatness: 5 points.

Total Possible: 100 POINTS

Element of the marketing mix	Describe example	Describe example Explain why it illustrates the element
Product	Picture of a guitar.	The picture describes an example of product because it shows a type of product.
Place	Fans enjoying a baseball game	The consumer is the fan that bought the ticket .The stadium is the place where the product (ballgame) can be enjoyed/used.
Place	Picture of the Mall of Georgia	The Mall of Georgia is a place where consumers can purchase products in retail stores.
Price	iTunes website	All songs on the website are \$.99—a pricing policy.
Price	All you can eat party deck ticket	This is an example of price because the price of the ticket is \$40.00.
Promotion	Coupon for 2-for1 golf	A coupon is a type of sales promotion, which is a type of promotion