

## Introduction to Branding and the marketing mix

### Learning Objectives

Upon completing this Learning Assignment students should be familiar with the following topics from the specification.

#### A: Explore the use of branding and the promotional mix in business

##### Topic A.2 Promotion in businesses

- Why businesses need to promote themselves
- Activities used in the marketing mix – 4 Ps (Product, Price, Place, Promotion)
- Benefits of promotion to businesses

#### The criteria for this element is as follows:

Pass: Explain in 2 or 3 paragraphs why getting the product right for a business is important; mention the importance of meeting customer needs and wants.

Merit: Explain in 4 or 5 paragraphs why getting the product right is important, explain with examples, what might happen if the product does not meet the wants and needs of the customer.

Distinction and Distinction \* Give a detailed explanation of why getting the product or service right is important. Go on to explain, with several real life examples, what will happen if product fails to meet customer needs and wants, state the wider implications to the business.

**The Marketing Mix (or the 4 P's) is a list of the most important factors that a business must take into account when letting the general public, or other businesses, know about its products and services.**

**Task 1:** Do some research to find out what the 4 P's are/what they stand for and why they are so important in marketing

**Task 2:** Thinking of the Marketing Mix – explain why getting the right product or service, which meets customer needs and wants is important.

This can be written or verbally recorded and emailed into school for me to view.