

Aims

- Explain the value of a marketing audit as a business tool.
- Apply the elements of the marketing mix to given situations.
- Discuss the effectiveness of a selected marketing mix in achieving marketing objectives.
- Construct an appropriate marketing mix for a particular product or firm.



Marketing Audits

Regular reviews of the cost and effectiveness of a marketing plan, including analysis of internal and external influences.

Answers the questions 'what is the current marketing situation' by...

1. SWOT/PEST analysis
2. Reviewing market share
3. Reviewing sales performance
4. Reviewing objective progress

Once complete, the marketing mix can be adjusted to respond to any changes identified by the audit.



The Marketing Mix



A model used ~~by~~ marketing departments to form key decisions to help create an effective marketing strategy for a product.

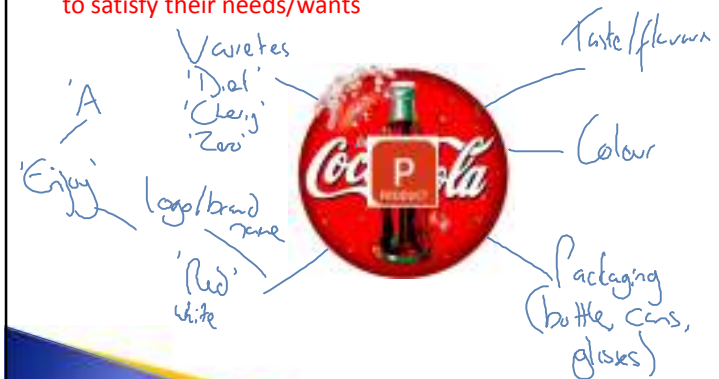
For services, this is extended to include 7P's

- People
- Processes
- Physical Evidence



The Marketing Mix at Coca Cola

The end result of the production process sold to the consumer to satisfy their needs/wants



The Marketing Mix at Coca Cola

The amount paid by the customer for a product

Handwritten notes on the diagram:

- value
- conserve profit
- Competitive
- Quality image
- Cost
- £4.25
- Kiosk, (supermarket)

The Marketing Mix at Coca Cola

How the product passes from the manufacturer to the final consumer.

Handwritten notes on the diagram:

- Globally
- Kiosk
- Cinema/theatre
- Vending machine
- Rest.
- Home use distribute
- Planes
- Bos

The Marketing Mix at Coca Cola

How the benefits or existence of the product are communicated to the potential or actual customer

Handwritten notes on the diagram:

- Advertising
- Slogans
- PR
- Comps.
- Shareholder wh.
- Offers

Effective Mixes

ACTIVITY 25.1
Look at the examples of four marketing mix decisions and then answer the questions that follow.

What went wrong?

	Product	Price	Place	Promotion
Mix A	Fast sports car	High – based on top-range competitors’ prices	Exclusive dealers in impressive city showrooms	Advertised on radio only
Mix B	Range of furniture for families with low incomes	Low – low costs allow prices to be set below competitors’	Sold only over the internet	Advertised on posters and in free local newspapers
Mix C	Ladies’ fashion hairdressing salon with cutting by well-known stylists	Low-price offers to large family groups	Salon located in wealthy area of city	Advertised in fashion and beauty magazines
Mix D	Fast-food restaurant	Skimming or high-price strategy	Expensive business district location with many top-class restaurants	Advertised in business magazines, loyalty card scheme operated together with quality retail department stores

16 marks, 30 minutes

1 In each case, identify which marketing mix decision seems to be ‘out of place’ and not integrated with the other decisions. [4]

2 In each case, recommend and justify a change to one of the marketing decisions to create an integrated mix. [12]

The Service-Extended Mix?

Choose a service industry and consider how extra 3 P's in the extended mix (processes, physical evidence and people) can be used to create marketing strategies.

Share your findings.

