

Name:

### Marketing Mix: The 4 Ps

**Directions.** The “marketing mix” or “four P’s” of marketing are used to create products/services that meet needs/wants that are priced to maximize sales & revenues. Place means getting them where customers need/want them. Finally, we have to communicate why people should own our product/service and where they can purchase.



For each product below, decide on an appropriate price, place, and promotion. Please explain why you chose your answers.

<b>Product</b>	<b>Price</b>	<b>Place</b>	<b>Promotion</b>
<b>Dog Care/Walking Service.</b> NOTE: <i>You may use one of the three pricing strategies: 1. Bargain, 2. Premium, 3. Super-Premium if you are unsure of pricing.</i>			
<b>Custom Skateboard.</b> NOTE: <i>You may use one of the three pricing strategies: 1. Bargain, 2. Premium, 3. Super-Premium if you are unsure of pricing.</i>			
<b>Snickerdoodles Cookies</b> (Bag of 6) NOTE: <i>Use a REAL PRICE based on other small bags of snack foods – lower (bargain), same (premium), or higher (super-premium)</i>			
<b>Cola Soft Drink (16 oz)</b> NOTE: <i>Use a REAL PRICE based on other small bags of snack foods – lower (bargain), same (premium), or higher (super-premium)</i>			
<b>Chocolate Milk (16 oz)</b> NOTE: <i>Use a REAL PRICE based on other small bags of snack foods – lower (bargain), same (premium), or higher (super-premium)</i>			