

Seminar Tasks: Week 3 Marketing Concepts in an Organisation

To help you with these ideas, see pp.334-335 from Dacko, S. G. (2008) *The Advanced Dictionary of Marketing. Putting Theory to Use*. Oxford: Oxford University Press.

Questions to discuss in twos or small groups.

1. Define the elements of the marketing mix:-

- Product:

- Price:

- Place:

- Promotion:

- People:

- Process:

- Physical Evidence:

2. In twos, or small groups, choose a product that one of you have purchased recently and show how the elements of a marketing mix came together to create the overall offering which you purchased, highlighting which elements of the marketing mix applied in order for you to purchase that product.

- Product:

- Price:

- Place:

- Promotion:

- People:
- Process:
- Physical Evidence:

3. What is the difference between the following concepts:-

- Marketing
- Promotion
- Selling

4. In relation to your social media marketing, you will need to think about what the business is about. Discuss the ideas that you have for the portfolio:-

- For your portfolio, discuss what elements of the marketing mix might be important (even if you haven't got a firm idea yet, please try and discuss which elements are going to be important for your portfolio).