

Name: \_\_\_\_\_

Blk: \_\_\_\_\_ Date: \_\_\_\_\_

## Marketing Mix Assignment

(10 marks)

The purpose of this assignment is to help familiarize you with the four main elements of the Marketing Mix by having you research these elements for a chosen product.

Your completed assignment will include:

- a. A visual image of the product or visual representation of the service
- b. A comprehensive description of each of the four Ps for this product/service. If you cannot find very much information for one or more of these elements, then you select a different product/service. The more I learn about your product, the better your mark will be.
- c. Each "P" should have its own section with an appropriate section heading that stands out
- d. Each section should include a visual image relating to that section
- e. Page layout should be attractive and "clean"; make good use of white space
- f. In addition to the 4 sections (4 Ps), include a section at the end entitled "What I think..." and write about your opinion on which element(s) of the 4 Ps you think your chosen company does well to market their product. Justify whatever you write about.
- g. Should be two pages in length
- h. Selecting a "service" instead of a tangible good or selecting a product that I have never had someone write about will earn you 1 bonus mark!

Evaluation:

\_\_\_\_\_ visual image of the product or visual representation of the service AND a visual image relevant to each P (1 mark)

\_\_\_\_\_ comprehensive description of each of the four Ps for this product/service (4 marks)

\_\_\_\_\_ attractive and "clean" page layout; appropriately named section heading for each P; make good use of white space (2 marks)

\_\_\_\_\_ opinion and justification for element(s) of 4 Ps you think your chosen company does well to market their product (2 marks)

\_\_\_\_\_ two pages in length – no more, no less (1 mark)

\_\_\_\_\_ bonus mark – a service OR a product that has never before been used for this assignment

\_\_\_\_\_ / 10 marks

Comments: