



THE TIMES 100

Marketing mix teacher guide & answers - McCain

GCSE activity – marketing mix grid

Independent enquirers	Team workers	Effective participants	Self managers	Reflective learners	Creative thinkers
✓	✓				

A' Level activity - report

Independent enquirers	Team workers	Effective participants	Self managers	Reflective learners	Creative thinkers
✓			✓		✓

E-D students are likely to include all four elements of the marketing mix and give some examples of changes that McCain.

C-A students are likely to analyse the reasons for the changes to McCain's marketing mix.

Marketing mix worksheet

1. The marketing mix includes product, price, **place** and promotion.
2. The produce lifecycle shows the sales of a product over **time**.
3. As demand for a product rises, the firm made decide to **increase** the price.
4. Promotional activity which uses media to reach a mass audience is called **above-the-line**.
5. A brand is a name, design or symbol that gives a product, product range or company an identity that is distinct from competitors.
6. The different factors which are taken into consideration when pricing products include business objectives, production costs, competitor prices and customer expectations.



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7. McCain ensures that its products is of a high quality by managing its own potato seed development then working closely with farmers to ensure the potatoes are grown to a high standard and harvested at their peak. Only the best potatoes are then selected by McCain to make chips and potato products.
8. On the one hand McCain should continue to minimise the risk on the environment because:
 - This fits in with the McCain brand message which is ~~its~~ All Goodq
 - Sustainable business practises mean that the business should be able to continue long into the future
 - It improves the reputation of the business
 - This may also reduce the costs for the business e.g. using solar panels to power the lorriesqlifting mechanisms.

However:

- Additional costs may be incurred by adopting practises that minimise environmental impact and this may be passed on to the customer as higher prices.

It depends on:

- Whether customers expect or value an environmentally friendly firm
- Whether competitors are also acting in a sustainable manner
- The environmental objectives of the firm

E-D students are likely to provide explanations for and/or against acting in an environmentally friendly way.

C-A students should analyse the different reasons for and against minimising environmental impact. To reach AO4 students must reach a justified conclusion.



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9. Product is often considered the most important of the four elements of the marketing mix because:

- The product has to meet the needs of the target market. These can be found through market research.
- The development of the remaining three Ps will be dependent on the product and the market to which it is being targeted.

However...

- Regardless of how good the product is, it is unlikely to sell well if the price is incorrect, it is inconvenient for customers to buy or they do not know about the product. Therefore, all four elements may be considered to be equally important.

E-D students are likely to provide explanations for and/or against product being the most important of the 4Ps.

C-A students will analyse the different reasons for and against the importance of product. To reach AO4 a justified conclusion must be reached.

Spot the mistakes

The marketing mix is a subtle combination of four Ps . price, place, **product** and promotion. When setting the price there has to be a balance between getting the price too **high** for the customer buy it and too **low** for the business to cover its costs. There are different pricing strategies. For example, **skimming** is when the price of the product starts high and then gets lower after early adopters have bought it. Sometimes **psychological** pricing is used to make things look cheaper than they really are.

Promotion is all about raising awareness and encouraging sales of products. Television advertising is a common form of promotion. This is very **expensive** and can reach a large number of people at once. **Sales promotion** is another way of encouraging sales and may include discounts, free gifts and BOGOF.

The product should meet the customers needs. The **higher** the quality, the higher the business can charge for the product. It may also have a USP. This stands for unique **selling** proposition.

Place is all about making sure the product can be conveniently bought by the customer. The distribution channel may include some or all of the following . manufacturer, wholesaler, **retailer** and consumer. The use of e-commerce has **risen** in recent years.



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Quick quiz

1. What are the four Ps? Product, price, place, promotion
2. Which pricing strategy is used to make products look cheaper than they really are? Psychological pricing
3. Which pricing strategy is often used by bus companies and cinemas? Differential pricing
4. What is the name that is given to an easily recognisable product or business name, for which people are often willing to pay more? Brand
5. Which stage of the product lifecycle follows growth? Maturity
6. What strategies can be used to make the product lifecycle longer? Extension strategies
7. What organisations buy in bulk then sell smaller quantities to retailers? Wholesalers
8. What is the name given to promoting and selling goods and services online? E-commerce
9. What is the promotional method called that is concerned with maintaining a good image with the general public? Public relations
10. What promotional method involves paying to be associated with another business or event? Sponsorship