

- ▶ the four Ps and the four Cs
- ▶ marketing techniques
- ▶ collocations relating to marketing

5.2 Vocabulary The marketing mix

Discussion

1 Explain what you think is meant by these quotations. Do you agree with them?

'Marketing is what you do when your product is no good.' Edwin Land, Inventor of Polaroid photography

'Business has only two functions – marketing and innovation.' Milan Kundera, Czech writer

2 Read the text below and find the answers to these questions.

- | | |
|-------------------------|--------------------------|
| 1 What are the four Ps? | 3 What is mix coherency? |
| 2 What are the four Cs? | 4 What are mix dynamics? |

The marketing mix

The most common variables used in constructing a marketing mix are *price, promotion, product* and *placement*. These are sometimes referred to as the four Ps. Each of these ideas can also be seen from a consumer's perspective. So, *product* converts into *customer solution*, *price* into *cost*, *place* into *convenience* and *promotion* into *communication*. These are the four Cs.

The concept of mix coherency refers to how well the components of the mix are blended together. For example, a strategy of selling expensive luxury products in discount stores has poor mix coherency between product and placement. Mix dynamics refers to how the mix is adapted to a changing business environment, to changes in the organization's resources and to changes in the product life cycle.

3 Decide how successful the mix coherency and mix dynamics are in these examples. Use the four Ps or the four Cs to explain your answers.

- 1 An upmarket women's hairdressing franchise is opening salons in underground railway stations.
- 2 Accessories and spare parts for a popular portable cassette player are now only available by mail order or on the Internet.
- 3 A distributor of T-shirts decorated with ecological symbols and slogans is advertising in women's fashion magazines.
- 4 An executive training company is promoting courses in business letter writing on TV.
- 5 A video games company distributes discount coupons at football matches.

Listening

4 The marketing techniques below are part of the promotion strand of the marketing mix. Match the marketing techniques 1–6 with their descriptions a–f.

- | | |
|------------------------|--|
| 1 undercover marketing | a) using electronic media like email or SMS to promote products |
| 2 e-marketing | b) promoting products to target customers, for example, through addressed mail |
| 3 direct marketing | c) persuading people to buy a product or service by announcing it on TV, radio or in other media |
| 4 product placement | d) marketing that spreads from consumer to consumer, often online |
| 5 viral marketing | e) marketing in which customers do not realize they are being marketed to |
| 6 advertising | f) putting products or references to products in media like films or video games |

5 Listen to six examples of marketing techniques. Match them with the categories 1–6 in Exercise 4.