

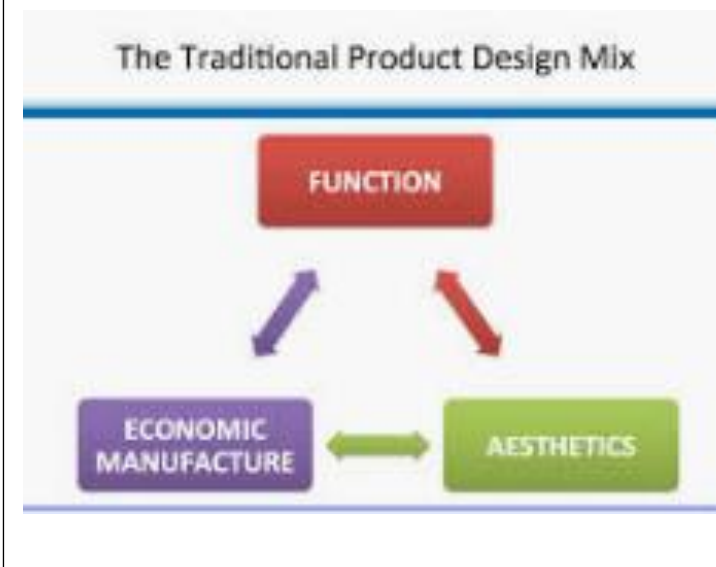
2.2 Making Marketing Decisions

Aesthetics	How things appeal to the senses; do they look great, smell good, feel nice, taste great?
Economic Manufacture	Making the product cheaply enough to make it profitable
Extension Strategy	An attempt to prolong sales of a product for the medium to long term, to prevent it from entering the decline stage
Function	How well the product or service works for the customer e.g. are the beds comfortable at a hotel?
Product differentiation	The extent to which consumers see your product as being distinct from its rivals
Product life cycle	The theory that every product goes through the same four stages of introduction, growth, maturity and decline.
Branding	Giving your product or service a name that helps recall and recognition, and gives a sense of personality.
E-newsletters	Regular updates on the activities of a business sent electronically to actual or potential customers.
Promotional strategy	A medium to long-term plan for communicating with your target customers.
Sponsorship	When companies pay to have a brand associated with an iconic individual or event (usually connected with sports or the arts)
Viral Advertising	When people start to spread your message for you through social means, be it word of mouth or via social media.
Distribution	How ownership changes as a product goes from producer to consumer.
E-tailer	An electronic retailer, purchasing through e-commerce or m-commerce.
Retailer	A shop or chain of shops, usually selling from a building in a high street or shopping centre.
Budget	A ceiling on the amount of money that can be spent; a marketing budget of £1m means the marketing manager can spend up to that figure but no more.
Profit margins	Profit as a percentage of the selling price or as a percentage of total sales revenue (for the business as a whole)

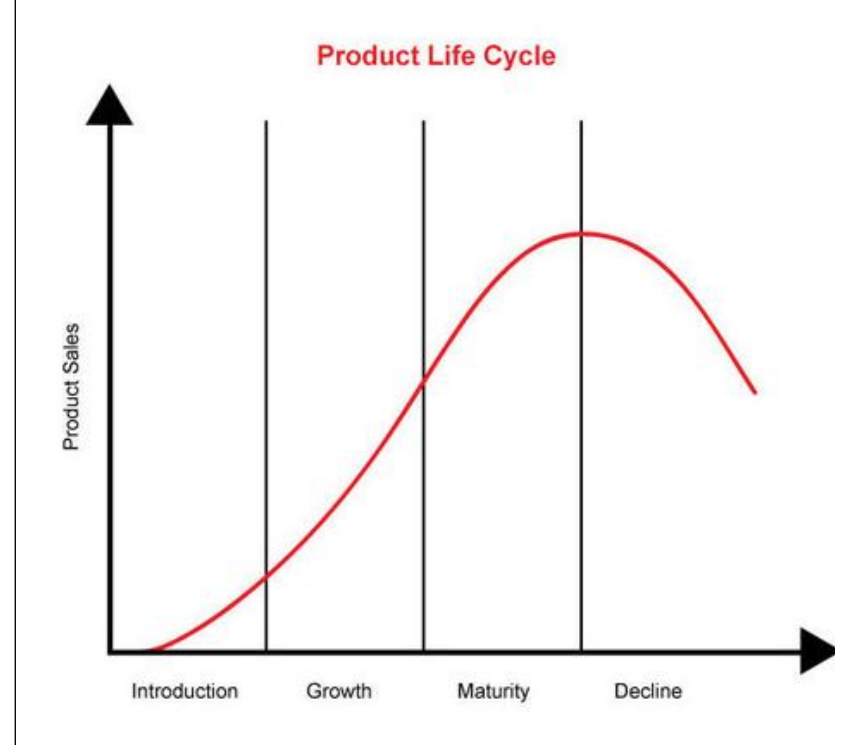
The Marketing Mix - The 4 P's

<u>Product</u>	<u>Price</u>	<u>Promotion</u>	<u>Place</u>
<ul style="list-style-type: none"> The Design Mix The Product Life Cycle Differentiation 	Pricing Strategies <ul style="list-style-type: none"> Price Skimming Penetration Pricing Cost-plus Competitor Promotional Pricing 	Promotional Strategies: <ul style="list-style-type: none"> Advertising Sponsorship Special Offers Branding 	<ul style="list-style-type: none"> Distribution Channels Etails Retailers

The Design Mix



The Product Life Cycle



Distribution Channels

