THE 4 P’s OF MARKETING

Worksheet #1

In the graphic organizer, write and describe the four parts of the marketing mix.

**Price: How much are customers willing to pay? Is the price competitive with other products? Can the company make a profit?**

**Product: Find out if there is a demand for a product. Then predict how to make the product appeal to consumers. Packaging is a major part of marketing.**

**Promotion: making customers aware of a product by advertising, coupons, rebates,** s**ales, free give aways, and publicity.**

**Place: Distribution is getting the right product to the right place at the right time in the right amount and in the right condition. Storage, warehousing, and transporting are also involved.**