FERNDALE HIGH SCHOOL

TOURISM
WORKSHEETS
GRADE 10
OCTOBER 2020
WORKSHEET 1

Marketing

"5 P's about marketing"

- **Product**: does it accomplish a need? Look at all the features of the product. Quality, function, name, shape, colour, reputation, other kinds, warranty, service …
- **Price**: setting the price, price segment, conditions, methods, discount, special actions
- **Place**: ways to distribute, ways to sell, logistics, how does it cover the market? indirect sale and direct sale
- **Promotion**: PR, advertising, sales organisation and promotion, merchandise, joint ventures
- **Peopl**e (employees): qualities, culture, management

Apply this to a company:

Example of Coca Cola

Product

- Name is an alliteration (sounds good) and is easy to pronounce in the whole world
- Unique bottle,
- Logo that everyone would recognise
- Function: sweet and refreshing
- Secret formula
- Slogans are famous: Enjoy Always Coca Cola! Open Happiness
- Problems: makes fat. Solution: Coca Cola Light – Zero + sponsor sport competition (association with health and performance
- Bottle: different per country
- Light, Zero, Lime, cherry, vanilla coke, coca cola life: all different kinds => sell more
- Bigger range = sell more (more than 120 products)
- Reputation: mystery because of formula, happiness

Price

- Penetration strategy: low price = for everyone
- Sell low to break a concurrent (cuttthroat competition)
- Very slow rising the price
- Discount
- Some companies always give discount, some almost never do
- Depends on the place: bar or shop (fixed pricing mostly)

Place

- Distribution
- Soda machine
- Retail, on every corner
- Exclusive contract with Mc Donald's
- Only indirect sale (Coca Cola doesn't sell to the consumer directly)

Promotion

- Famous advertising
- Campaign with truck with Christmas (people think the invented Santa
- A lot of merchandise
- Joint venture with Bacardi; advertise together. Coco Cola to compete drinks with alcohol, Bacardi to sell more
- Social media: Facebook …Life is for sharing – keep the product attractive
- Extra: process + physical evidence (for services)
- Process: perception of the product/service, buying and consumption process
- Physical evidence: reviews, experiences, environment and recommendations

ACTIVITY 1

A. Read the following article about *The Marketing Mix and the 4Ps of Marketing* and put the different parts of the article in the right order.

	And the 4Ps is one way, probably the best-known way, of defining the marketing mix, and was first expressed in 1960 by E J McCarthy. The 4Ps are: Product (or Service); Place; Price and Promotion. A good way to understand the 4Ps is by the questions that you need to ask to define your marketing mix.
	It's simple! You just need to create a product that a particular group of people want, put it on sale some place that those same people visit regularly, and price it at a level which matches the value they feel they get out of it; and do all that at a time they want to buy. Then you've got it made!
	But if you get just one element wrong, it can spell disaster. You could be left promoting a car with amazing fuel-economy in a country where fuel is very cheap; or publishing a textbook after the start of the new school year, or selling an item at a price that's too high – or too low – to attract the people you're targeting.
	There's a lot of truth in this idea. However, a lot of hard work needs to go into finding out what customers want, and identifying where they do their shopping. Then you need to figure out how to produce the item at a price that represents value to them, and get it all to come together at the critical time.
	The marketing mix is a good place to start when you are thinking through your plans for a product or service, and it helps you avoid these kinds of mistakes. The marketing mix and the 4Ps of marketing are often used as synonyms for each other. In fact, they are not necessarily the same thing. "Marketing mix" is a general phrase used to describe the different kinds of choices organizations have to make in the whole process of bringing a product or service to market.
	The 4Ps of marketing is a model for enhancing the components of your 'marketing mix' – the way in which you take a new product or service to market. It helps you to define your marketing options in terms of price, product, promotion, and place so that your offering meets a specific customer need or demand. What is marketing? The definition that many marketers learn as they start out in the industry is: Putting the right product in the right place, at the right price, at the right time.

Adapted from: https://www.mindtools.com/pages/article/newSTR_94.htm

B. The author mentions that a good way to understand the 4Ps is "by *the questions you need to ask to define your marketing mix*". Look at the following questions and sort them into the right category. Which questions are used to talk about which P?

- What is the value of the product or service to the buyer?
- How will you reach your consumer?
- What discounts should be offered?
- How is it differentiated from your competitors?
- How is it branded?
- Where and when can you get across your marketing messages to your target market?
- Do we need to send samples to catalogue companies?
- What does the customer want?
- Are there established price points for products in this area?
- Where do buyers look for it?
- Will you reach your buyers by advertising online or on billboards?
- What does it look like?
- How can you access the right distribution channels?
- Why do consumers want to buy it?
- What needs does it satisfy?

Adapted from: https://www.mindtools.com/pages/article/newSTR_94.htm

Tabulate your answer as follows:

The 4Ps	*Which questions are used to talk about which P?*
PRODUCT:	
PLACE:	
PRICE:	
PROMOTION:	

LOGO: A POWERFUL MARKETING TOOL

A logo is to a business as your **face** is to you.

1. It reflects your personality, or in case of your business, your values and principles.
2. Logo design establishes your identity.

THE MOST IMPORTANT FUNCTIONS OF A LOGO:

1. **YOUR LOGO CREATES YOUR IMAGE**

- IT REFLECTS MEANING TO THE SUBCONSCIOUS MIND

2. **YOUR LOGO ATTRACTS MORE CLIENTS**

- FAMILIARITY IS THE KEY TO BRAND LOYALITY

3. **YOUR LOGO MAKES YOU LOOK BIGGER AND MORE PROFESSIONAL**

- IT SETS THE PRODUCT APART FROM THE COMPETITION

4. YOUR LOGO MAKES YOU MEMORABLE

- IT HELPS YOU STAND OUT IN YOUR FIELD

THE ESSENTIALS OF THE PERFECT LOGO

- ✓ **IT IS SIMPLE:** you want your logo to be easily recognizable
- ✓ **IT IS DISTINCT:** set yourself apart from your competition!
- ✓ **IT IS TARGETED:** design for your intended audience!
- ✓ **IT IS EASY TO REMEMBER:** leave an impression!
- ✓ **IT IS TIMELESS:** don't be too trendy and aim for longevity!

ACTIVITY 2:

DESIGN YOUR OWN LOGO

1. You have just launched a company which produces disposable cutlery and plates from plastic free material (plant-based material, recycled paper and wood). Your company is very conscious about the environment and the future, so you mainly target children's events with your product to raise awareness among the younger generation. Your company's name is "PLANetEAT!"

   Design a logo representing the philosophy and the main product of your company.