

Principles of Marketing Study Guide

Exam 1

What are marketing mix factors all about? (what's being controlled or changed?)

Marketing mix = collection of strategies

What are the components of marketing? (Components of marketing mix)

1. Product (what's being sold)

2. Place (where, how, through whom to sell) (how to get product to where it's needed)

3. Promotion (how to get attention for product)

4. Price (what to charge for product)

What are the 4 Ps? (Product, Place, Promotion, Price)

Marketing mix

1. Product (what's being sold)

2. Place (where to sell)

3. Promotion (how to get attention for product)

4. Price (what to charge for product)

What are the factors for marketing? (Factors for marketing mix)

1. Geographic location (where to sell)

2. Time (when to sell)

3. People

4. Information (what data, how, when, where)

5. Quantity (how much to sell)

6. Quality (what's being sold)

7. Relationship (how to get attention for product)

What are the 4 Ps? (Product, Place, Promotion, Price) (what's being sold, where to sell, how to get attention for product, what to charge for product)

1. Product (what's being sold) (what's being sold)

2. Place (where to sell) (where to sell)

3. Promotion (how to get attention for product) (how to get attention for product)

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1. Product (what's being sold) (what's being sold)

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Tracey Tuten



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