

Classifying your business using the marketing mix (Part 1)

Learning Goals

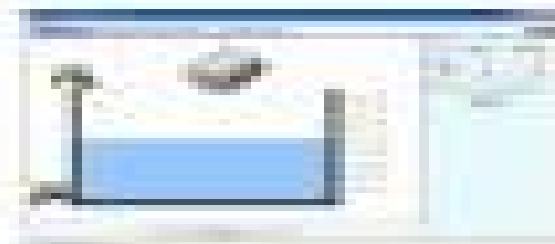
Students will be able to:

- Distinguish the four elements of the marketing mix and how they relate to business
- Explain the relationship between marketing mix elements and business strategy
- Explain the relationship between marketing mix elements and business strategy

Students will be able to identify the relationship between the marketing mix and business strategy

1. The marketing mix is a set of tools that the business uses to achieve its goals.

- a. **Define** a business's marketing mix using the four elements: product, price, place, and promotion.
- b. **Explain** the relationship between the marketing mix and business strategy.



2. The marketing mix is a set of tools that the business uses to achieve its goals.

- a. **Explain** the relationship between the marketing mix and business strategy.

Marketing Mix Elements: Product, Price, Place, Promotion

Product: The business's offering

Price: The business's cost to the customer

Place: The business's distribution channel

Promotion: The business's advertising and sales promotion

Marketing Mix Elements: Product, Price, Place, Promotion

- a. **Explain** the relationship between the marketing mix and business strategy.

The marketing mix is a set of tools that the business uses to achieve its goals. The marketing mix consists of four elements: product, price, place, and promotion. The product is the business's offering to the customer. The price is the business's cost to the customer. The place is the business's distribution channel. The promotion is the business's advertising and sales promotion. The marketing mix is a set of tools that the business uses to achieve its goals. The marketing mix consists of four elements: product, price, place, and promotion. The product is the business's offering to the customer. The price is the business's cost to the customer. The place is the business's distribution channel. The promotion is the business's advertising and sales promotion.

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Solubility Simulation Phet Lab Answers

Lauren Gardner



Solubility Simulation Phet Lab Answers:

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