

Chapter 12: Marketing Management

Marketing Mix- The 4 Ps

- **Product**
- **Promotion:** How you communicate that product to your stakeholders/customers/etc.
- **Price:** Selling price
- **Place:** (distribution) How you're gonna get your product to customers. (online, in store, at mall)

Consumer Products

Convenience products

- Used routinely- consumer spends little time deciding
- Important for products to be available- sell in many locations, have competitive pricing, and a lot of promotion.

Shopping Products

- Customers compare brands on quality, price, customer service
- Important to promote effectively

Specialty Products

- Customers know exactly what they want- will do whatever it takes to find their preferred brand
- Brand image is important

Business Products

Installation and accessory equipment

- Machinery/technology used to manufacture your product

Raw materials, component parts, process materials

- Buying parts from companies

Maintenance, repair, and operations (MRO) supplies

- Light bulbs, computers, etc

Business Services

- One business sells to another a service

Developing and Managing Products

Product class= Broadest classification

- Example: Major Home appliances

Example

Nike's Product mix

Product categories:

- Footwear
- Apparel
- Equipment

Product line:

Footwear

- Sneakers
- Cleats
- Flip flops

Chapter 12 Marketing Management Gimmenotes

Roman Wölfel



Chapter 12 Marketing Management Gimmenotes:

Chapter 12 Marketing Management Gimmenotes Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its ability to stir emotions, provoke thought, and instigate transformation is really remarkable. This extraordinary book, aptly titled "**Chapter 12 Marketing Management Gimmenotes**," compiled by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound effect on our existence. Throughout this critique, we will delve into the book's central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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