The Marketing Mix

Product

Concerns decisions about product design and choices involving packaging, brand names, services, and guarantees

Prices

Focuses on pricing objectives, methods, and factors that influence price setting

DEVELOPING AN EFFECTIVE MARKETING MIX

Promotion

Involves the means to communicate to the target audiences the existence and benefits of a product, such as personal selling, sales promotions, advertising, online promotion, public relations, and direct marketing

Place

Includes transportation and distribution mechanisms that ensure the availability of products and services at the right place and time