

4P's Marketing Mix Template

4P's Marketing Mix Defined

Product

The product includes use design, packaging, quality, features, colors & size options.



Pricing

The price depends on packaging (including sizes), discounts, timing, location, shipping & other offer-related elements.



Promotion

Promotion consists of content, communications & messaging to persuade the audience to buy.



Place

Place includes retail digital, phone, chat, fax & multi-channel options.



Marketing The 4ps Ppt

Jianjun Gao



Marketing The 4ps Ppt:

Small Business Management Im Longenecker, 2002-05 **Im Adv Integrated Brand Prom** Allen, SEMENIK, O Guinn, 2005-02 Essentials of Entrepreneurship and Small Business Management, Instructor Manual with Test Item File Zimmerer, 2004-03 **Management: Principles and Practice** S.K. Mandal, 2011-01-01 This comprehensive textbook specifically focuses on building a thorough foundation on management studies by sequentially developing the components and basics of management principles and approach discussing and analysing the key features and methods of modern management practices and finally exposing the students to some essential topics on environment management business ethics corporate governance and total quality management for sustainable growth and development of business Students and practicing professionals in this field will be immensely benefited by the coverage and treatment of the book Key Features Based on industry experience with focus on building a strong foundation for management studies especially in the context of the Indian business environment Covers critical areas of management like strategic planning strategic management supply chain management international trade entrepreneurship and small business management information management environment management business ethics corporate governance and modern tools for TQM including cost of poor quality benchmarking and six sigma practice Emphasis on management issues critical to business organisational culture and leadership modern HRM external business environment ethics of business and corporate governance and responsibility for natural environment management for sustainable growth Provides a wider coverage of the interconnected functions methods processes variables strategies and tools for excellence in business management including 80 20 rule Murphy s Law 1 10 100 rule of cost management 360 degree appraisal JIT TPM Kaizen etc *Mobile Marketing Management* Hongbing Hua, 2019-03-18 With the development of mobile internet technology people s lifestyle and consumer behavior are changing rapidly Nowadays the products on the market are updating more and more frequently and the traditional marketing theory and brand theory fail to get with the mobile internet So what s the innovative marketing to take in the new era Since 2012 China has entered into the mobile era and became a major country of mobile internet application The book summarizes the experience of the author accumulated from many trials and errors in management and marketing innovation so as to form the pattern of management and marketing for the next 30 years Mobile Marketing Management lays the foundation for the new era with four pillars service substance superuser space known as 4S theory for short In view of the concept of customer first it is all about service and products become productized service concepts In view of the failure of mass communication the competition among all services becomes the competition of substance differentiation Regarding the popularity of self organization it becomes a trend to cooperate with people rather than the company to develop the market In view of the principle of fuzzy market boundary the enterprises shall optimize their living space and evolve their development space This book contains numerous case studies along with analysis and creates the discipline of mobile marketing management

providing innovative theories methods and tools for the marketing of enterprises Through this book readers can master the marketing methods of the mobile internet era They can apply the marketing theory in this book to guide the marketing practice thus improving marketing efficiency and reducing marketing costs *Proceedings of the 2023 2nd International Conference on Educational Innovation and Multimedia Technology (EIMT 2023)* Chew Fong Peng, Adelina Asmawi, Chuanjun Zhao, 2023-07-04 This is an open access book As a leading role in the global megatrend of scientific innovation China has been creating a more and more open environment for scientific innovation increasing the depth and breadth of academic cooperation and building a community of innovation that benefits all Such endeavors are making new contributions to the globalization and creating a community of shared future To adapt to this changing world and China's fast development in the new era 2023 2nd International Conference on Educational Innovation and Multimedia Technology to be held in March 2023 This conference takes bringing together global wisdom in scientific innovation to promote high quality development as the theme and focuses on cutting edge research fields including Educational Innovation and Multimedia Technology EIMT 2023 encourages the exchange of information at the forefront of research in different fields connects the most advanced academic resources in China and the world transforms research results into industrial solutions and brings together talent technology and capital to drive development The conference sincerely invites experts scholars business people and other relevant personnel from universities scientific research institutions at home and abroad to attend and exchange **International Journal of Communication** ,2004 **Commerce Business Daily** ,2000-06 **Selling Today** Gerald L. Manning, Barry L. Reece, 1987 *Selling Today* Gerald L. Manning, Barry L. Reece, 1990

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