



# BOSS

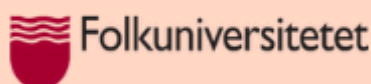
*WOMEN IN FAMILY BUSINESSES*

TRAINING PROGRAMME FOR LEADER WOMEN  
IN EUROPE FAMILY BUSINESSES

MODULE 2 Marketing & Sales with a Heart:  
Promoting Your Family Business


**PRACTICAL PART**

**2022-1-SE01-KA220-ADU-000087596**



## EXERCISES

EXERCISE NO	1
NAME OF EXERCISE	Create your Marketing Mix
LEARNING OBJECTIVES	<p><b>You will acquire Marketing skills:</b> Entrepreneurial skills, Marketing &amp; Communication</p> <p><b>Marketing knowledge:</b> Management &amp; Planning, Digital literacy,</p> <p><b>Specific Learning Objectives:</b></p> <ol style="list-style-type: none"> <li>1. You will understand the marketing process and explore the broad meaning of what marketing is</li> <li>2. You will structure the marketing mix, which is crucial when developing your own product or service, and you will develop critical thinking skills.</li> <li>3. You will get to know the market where you are inserting your product/service, which will lead to a better understanding of your Unique Selling Propositions.</li> <li>4. The marketing mix is just the start when it comes to the implementation of a marketing strategy. Answering these questions will allow you to conclude what your marketing strategy plan requires.</li> </ol>
DURATION	Apx. 2 hours
DESCRIPTION	<p>Principles of marketing, often known as marketing principles, are accepted marketing concepts that businesses utilise to create successful marketing strategies. We often base our strategy on these guiding ideas. We may effectively promote either products or services by using marketing principles. It is often named as Marketing Mix and can be found as 4Ps or 7Ps depending if it is a product or service accordingly.</p> <p>You will create the Marketing Mix of an imaginary product/service based on your preferences. Tips: If you already have a product or service you may use them as an example to implement the Marketing Mix.</p>

	 <p>The diagram illustrates the 7Ps Marketing Mix. It features a central pink oval labeled '7Ps Marketing Mix'. Surrounding this oval are seven colored boxes, each representing a 'P' and containing specific questions and details:</p> <ul style="list-style-type: none"> <li><b>Product</b> (pink box): What is our product? Quality &amp; value, Branding &amp; Imaginery, User experience, Features, Warranties</li> <li><b>Price</b> (yellow box): What is the value &amp; price of our product? Strategy, List price, Discounts, Payments methods, Free elements, Credit terms</li> <li><b>Promotion</b> (purple box): How will people discover our products? Messaging, Search Marketing, Social media, Advertisement, Direct Marketing, Partnerships, Offline marketing, Word of Mouth</li> <li><b>Place</b> (orange box): How/Where do people purchase our product? Website, Marketplaces (e.g. Amazon, eBay), Retail experience, International expoerts, Wholesale, Resellers</li> <li><b>People</b> (orange box): Who do we hire and how should we act? Employess, Founders, Culture &amp; image, Customer service, Training</li> <li><b>Process</b> (pink box): How do we deliver our product consistently? Standadisation, Measurement, Delivery, Complaint handling, Response time, R&amp;D</li> <li><b>Physical evidence</b> (yellow box): What should our environment be like? Offices/stores, Packaging, Equipment/facilities, Recommendations, Interior design, Musicsounds, Staff appearance, website visits, Testimonials/reviews</li> </ul>
<p>SUPPORTING TOOLS (videos, links, ppts, etc)</p>	<p>Marketing Mix is widely considered one of the most fundamental frameworks in the Marketing discipline. The following video analyzes the 4Ps by giving examples and answering questions such as how you can use the 4Ps to design or analyze your marketing strategy.  <a href="https://www.youtube.com/watch?v=g_gEOf0UePw">https://www.youtube.com/watch?v=g_gEOf0UePw</a></p> <p>The following video covers, on the other hand, the 7Ps of marketing in a service business: Product, Price, Place, Promotion, People, Physical Evidence and Process. By using examples, it provides insight into how to apply the 7Ps. <a href="https://www.youtube.com/watch?v=ij39z2P_aQI">https://www.youtube.com/watch?v=ij39z2P_aQI</a></p>
<p>Bibliography</p>	<p>Armstrong, G. &amp; Kotler, P. (2016). <i>Marketing: an introduction</i>. Pearson</p> <p>Barone, A. (2023, May 15). <i>Marketing Strategy: What it is, How it works, How to create one</i>. Investopedia.  <a href="https://www.investopedia.com/terms/m/marketing-strategy.asp#:~:text=A%20marketing%20strategy%20refers%20to, and%20other%20high%20level%20elements">https://www.investopedia.com/terms/m/marketing-strategy.asp#:~:text=A%20marketing%20strategy%20refers%20to, and%20other%20high%20level%20elements</a></p>

	<p>Ellering, N. (2022, August 19). <i>What are the principles of marketing? Overview of 7Ps, value principles, &amp; activity principles</i>. CoSchedule. <a href="https://coschedule.com/marketing/principles-of-marketing/#what-are-the-7-principles-of-marketing--the-7-ps-of-marketing-mix">https://coschedule.com/marketing/principles-of-marketing/#what-are-the-7-principles-of-marketing--the-7-ps-of-marketing-mix</a></p> <p>Santander Universidades. (2023, February 23). <i>The 7Ps: how have the 4Ps of the marketing mix involved?</i>. Santander. <a href="https://www.becas-santander.com/en/blog/the-7-ps.html#error=login_required&amp;state=2ee8dee6-a811-4133-8af2-24c8483ec9c3">https://www.becas-santander.com/en/blog/the-7-ps.html#error=login_required&amp;state=2ee8dee6-a811-4133-8af2-24c8483ec9c3</a></p>
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