







## OCR Enterprise and marketing Learning Journey: Topic 4: Creating a marketing mix to support a product

4.1 The marketing mix elements		You will learn about the different marketing mix elements used to create a good/service			
Marketing mix (Knowledge):					
		Product, price, place and promotion	😊	😐	☹
Keywords	Product   Price   Place   Promotion   Marketing mix				
4.2 How the elements of a marketing mix work together		Here you will learn about how the various elements work together to assist a business in making decisions.			
Marketing mix working together (Knowledge):					
		How each element affects decisions	😊	😐	☹
Consideration of the whole marketing mix and how they work together to create a brand image			😊	😐	☹
		Satisfying the target market segment’s needs	😊	😐	☹
Keywords	Elements   Decisions  Marketing mix   Brand image   Premium  Economy   Target market   Segment   Satisfying				
4.3 Types of advertising medium		Here you will learn about different advertising mediums which are used to attract and retain customers.			
Types of advertising medium (Knowledge):					
Non-digital – Leaflets, newspapers, magazines, radio, posters, billboards, cinema			😊	😐	☹
Digital – social media, websites, online banners/pop ups, SMS texts, podcasts, vlogs/blogs			😊	😐	☹
Keywords	Non digital   Digital   Leaflets   Newspapers   Magazines   Radio   Posters   Billboards  Cinema  Social media  Websites   Online banners/pop ups  SMS texts   Podcasts   vlogs/blogs				

4.4 Sales promotion techniques	This section is about the different sales promotion techniques used to attract and retain customers.		
Sales promotion techniques (Knowledge):			
Discounts, Competitions, Buy one get one free (BOGOF), point of sales advertising, free gifts/product trials, loyalty schemes, sponsorship		😊	😐
Keywords	Discounts   Competitions   Buy one get one free   Point of sales   Free gifts   Product trials   Loyalty schemes   Sponsorship		

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4.5 Public relations	You will learn about how businesses use public relations methods as a form of advertising				
Public relations (Knowledge):					
Product placement, celebrity endorsement, press/media releases			😊	😐	😞
Keywords	Product placement   Celebrity endorsement   Press/media releases				













4.6 How to sell the good/service		This section is about how to sell the good/service to the customer		
How to sell the good/service (Knowledge):				
Physical – shops, face to face				
Digital – e-commerce, websites, social media Marketplace sites, online auction sites, downloads				
Keywords	Physical   Online   Shops   Face to face   Digital   e-commerce   Websites   Social media   Marketplace   Online auctions   Downloads			

4.7 The product lifecycle	Here you will learn about the product lifecycle				
Product lifecycle (Knowledge):					
Development, introduction, growth, maturity, decline			😊	😐	😞
Keywords	Development   Introduction   Growth   Maturity   Decline				

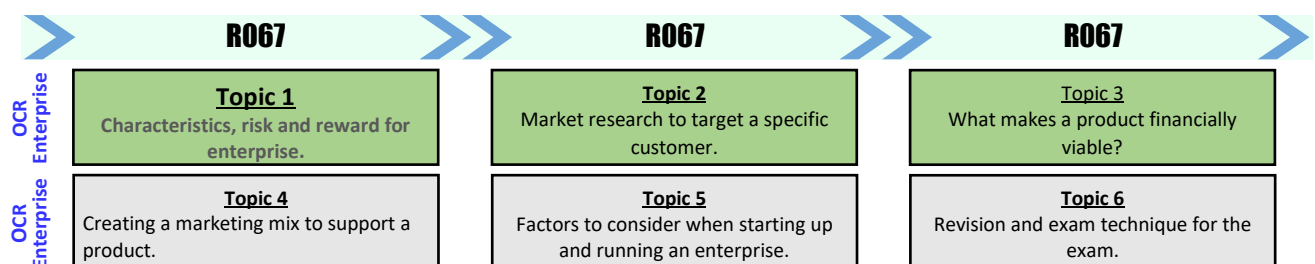
4.8 Extension strategies		This section is about extension strategies for products in the product lifecycle		
Extension strategies (Knowledge):				
Advertising, price changes, adding values, exploration of new markets, new packaging		😊	😐	😞
Keywords	Advertising   Price changes   Adding values   Exploration of new markets   New packaging			

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4.9 Factors to consider when pricing	This section is about factors businesses need to consider when pricing a product to attract and retain customers			
	Factors to consider when pricing a product (Knowledge):			
	Income levels of target customers	😊	😐	😞
	Price of competitor products	😊	😐	😞
	Cost of production	😊	😐	😞
	Stage of the product lifecycle	😊	😐	😞
Keywords	Income   Target   Customers   Price  competitor  Cost of production   Stage   Product lifecycle			

<b>4.10 Types of pricing strategies</b>		This section is about the 4 main methods of pricing, you need to also understand the advantages and disadvantages of each.		
<b>Pricing strategies (Knowledge):</b>				
Competitive pricing				
Psychological pricing				
Price skimming				
Price penetration				
<b>Keywords</b>	<b>Competitive pricing   Psychological pricing   Price skimming   Price penetration</b>			

Skills	Knowledge – multiple choice, short answer questions, medium answer questions and an extended answer
Links to the wider world/case study	



## OCR Enterprise and marketing Learning Journey: Topic 4: Creating a marketing mix to support a product

Revision							
😊				😞			
Revision, Test and Closing the Gap for topics covered so far							
TEST RESULT				Target Grade:			
Mark:		Percentage		Grade:		On Target?	