



# MARKETING MIX STRATEGIES

## M 2.5

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# Why we are here today / expectations

- Learn what is a Marketing Mix Concept ➡ know how it "helps us"
- Learn what are the "7 P" of Marketing Mix ➡ how to place a business in the market and how to use it with varying levels of force
- Learn what is a marketing strategy ➡ to ensure that the 'product' does sell even amidst intensely competitive conditions
- Learn what is a competitive advantage ➡ to produce goods or services better or more cheaply than its rivals
- Learn what are competitive advantage strategies ➡ To allow a company to achieve superior margins

# List of topics

(as in syllabus/ theoretical part)

- 📖 Marketing mix concept
- 📖 Gaining competitive advantage
- 📖 Marketing mix for services
- 📖 Marketing competition
- 📖 Company competitive advantage
- 📖 Competitive advantage gaining strategies



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# Learning points

(as in syllabus/ theoretical part)

- ❖ Learn what is a marketing mix concept;
- ❖ Learn what are the "7 P" of Marketing Mix;
- ❖ Learn what is a marketing strategy;
- ❖ Learn what is a company competitive advantage;
- ❖ Learn what are competitive advantage gaining strategies;

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# Main activities / structure of the session

(theoretical, practical,...)

- Presentation of the theoretical part (40 mn)
- Brief discussion and comments on the topic (10 mn)
- **Activity one**: “What is a marketing mix concept? Describe the “7 P” (60 mn. – work in pairs))
- Break (10 mn)
- **Activity two**: “Class discussion: advantages and disadvantages of marketing” (45 mn)
- **Activity three**: “Describe what are the marketing competition, the company advantage and the competitive advantage gaining strategies” (45 mn- individual work))
- Break (10 mn)
- Questions and wrap up session (10 mn)
- Evaluation (10 mn)





# Overview on the theoretical part

The purpose of the session is to help understand what your product or service can offer to your customers.

- Helps plan a successful product offering.
- Helps with planning, developing and executing effective marketing strategies.
- Helps learn when and how to promote your product or service to your customers.
- Identifying and arranging the elements of its marketing mix allows a business to make profitable marketing decisions at every level.

Identifying and arranging the elements of its marketing mix allows a business to make profitable marketing decisions at every level. These decisions help a business: Develop its strengths and limit its weaknesses. Become more competitive and adaptable in its market.

The participants will also be able to start own business idea.

# Marketing Mix Concept

The marketing mix is a concept that is said to have been developed by professor and academic, Neil H. Borden, who elaborated on James Culliton's concept of business executives being mixers of ingredients.

Ingredients being different marketing features and practices. The marketing mix was later refined by professor and author, Jerome McCarthy, to specifically include four key components: Product, Place, Price and Promotion. McCarthy wrote about the '4 Ps' in the 1960s in his book Basic Marketing: A Managerial Approach.

**Now that you know what the 7Ps of the marketing mix** are and their origins, let's dive a little deeper into the definition of each aspect.



# Gaining competitive advantage

Competitive advantage refers to factors that allow a company to produce goods or services better or more cheaply than its rivals.

These factors allow the productive entity to generate more sales or superior margins compared to its market rivals.

Competitive advantages are attributed to a variety of factors including cost structure, branding, the quality of product offerings, the distribution network, intellectual property, and customer service.

# Marketing mix for services

The service marketing mix is a combination of the different elements of services marketing that companies use to communicate their organizational and brand message to customers.

**The service marketing mix** is also known as an extended marketing mix and is an integral part of a service blueprint design.

The service marketing mix consists of 7 P's as compared to the 4 P's of a product marketing mix. Simply said, the service marketing mix assumes the service as a product itself. However it adds 3 more P's which are required for optimum service delivery.

# Marketing competition

There are three primary types of market competition:

- Direct competitors
- Indirect competitors
- Replacement competitors

# Company competitive advantage

The two main types of competitive advantages are comparative advantage and differential advantage.

- **Competitive Advantage vs. Comparative Advantage**
- **Competitive Advantage vs. Differential Advantage**

*How do I know if a company has a competitive advantage?*

# Competitive advantage gaining strategies

The circular economy model enables businesses to incorporate regenerative manufacturing systems that use closed-loop resources to achieve economic and environmental sustainability serves as the face of your company, coordinating and producing all materials representing the business.

The work focuses on the circular economy's competitive advantage from the multinationals apparel industry's internationalization paradigm.

# Activity One

“What is a marketing mix concept? Describe the “7 P” and their importance”?”

**(60 mn) - Work in pairs**

- 1) Participants will have learned the theoretical part.
- 2) Participants work in pairs.
- 3) Deliver the "customized" format to every pairs, paper and pens.
- 4) Explaining to participants (divided in pairs) the task of the activity.

The aim of the activity is learning with another person, share their thoughts, improve personal abilities.



## Activity Two

**“Class discussion: Advantages and disadvantages of marketing?”  
(45 mn) – Individual work**

- 1) Participants have done the previous activity in pairs
- 2) The goal of this activity is to share personal ideas of marketing, advantages and disadvantages;
- 3) What marketing offers;
- 4) To demonstrate the personal capability to use marketing

# Activity Three

“Describe what are the marketing competition, the company competitive advantage and the competitive advantage gaining strategies?”

(45 mn) – Individual work

- Each of participants have done the previous activities
- Each of participants have learned the theoretical part.
- Each of the participants have learned what is the marketing and the “7 P”.

# What we achieved today: our results

At the end of this session, the participants will have acquired:

- Knowledges about market and marketing;
- To what and how to refer to start a business idea;
- Participants will allow the opportunity to examine the process alongside the intricacies of design, promotion, and branding;
- Participants will know how consumers make purchases based on how products and services are packaged;
- Participants at the end of the session will be able to recognize and use the advantages of positioning and competitiveness of marketing strategies.
- Last but not least, participants will have the ability to influence decision and buying habits, a useful skill, even outside of a conventional marketing role.