

2.5

MARKETING MIX STRATEGIES

What are we going to do today

Timeline and main activities 4 HOURS

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

Overall description

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. These decisions help a business:

- Develop its strengths and limit its weaknesses
- Become more competitive and adaptable in its market
- Improve profitable collaboration between departments and partners

Since the 1950s, the elements of marketing mix have undergone various transformations in response to new technologies and other changes in marketing best practices.
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.



	<p>The participants will also be able to start their own business idea.</p> <p>The theoretical part includes a glossary of terms used in the sector.</p>
Key learning points	<ul style="list-style-type: none"> - Marketing mix concept - Gaining competitive advantage - Marketing for services - Marketing competition - Company competitive advantage - Competitive advantage gaining strategies
What will you prepare during this session	<p>Participants can:</p> <ul style="list-style-type: none"> - Prepare/develop a selected marketing mix strategy; - Imitate competitive advantage gaining procedures; - Describe marketing competition and competitive advantage; - Select a competitive advantage strategy for business development.
To do list AFTER this session	<p>Review the theoretical part and compare everything with the exercises carried out in class</p>
Additional comments and instructions	<p>None</p>