

## Year 1 ExCert/Diploma BTEC National Business Flying Start - Introduction to Marketing

To be completed and ready for your first business lesson in September.

*Online research allows you to explore topics using a range of sources - for example websites, subject text books and videos etc.*

*The following links will support your completion of this document. You can also use your own research and add those links to the sources list at the end of this work:*

*As with all research, you won't find the exact answer straight away - you will need to watch and read the videos and articles and extract the useful bits!*

*Useful links for this work:*

<https://www.youtube.com/watch?v=hX-X4SndI2w&list=PLftmziinjwVT2QvjMfJh2HIBVmiAHZrie&index=16&t=0s>

<https://www.tutor2u.net/business/reference/the-extended-marketing-mix-7ps>

<https://www.youtube.com/watch?v=A62lvdhNylU&list=PLftmziinjwVT2QvjMfJh2HIBVmiAHZrie&index=6&t=0s>

<https://www.tutor2u.net/business/reference/marketing-objectives-introduction>

1. Find a definition of 'marketing' - (remember to source any quotes) and explain what it is in your own words.
2. Choose 2 different businesses and carry out some general research into the different products /services they sell. Keep notes and details of websites and sources used throughout this task to gather your information as this will be necessary for your assignments.
3. Find the corporate aims (overall business aims) and examples of any objectives or targets each business has set (use business website or their annual report if they are a PLC and again keep details of the source)

Try to find some examples of specific marketing objectives for your selected organisations (e.g. introducing new products/services or distribution methods eg online shopping, raising brand awareness, improving brand image, perceptions of customers or users)

4. Choose an example of **one** product or service that each business sells and summarise the marketing mix they use. (You can use the tables on the next page to record this if it helps.) Note: The marketing mix is also known as the 7Ps and includes:

- Product
- Price
- Promotion
- Place
- Process
- People
- Physical Evidence/Environment

*Use these tables on final page to record information*

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<b>Business 1 - Marketing Mix for .....</b>	
<b>Product</b> eg type, quality, ingredients/materials, function, USP, branding etc	<b>Price</b> eg discount, premium, dynamic
<b>Promotion</b> eg tv advertising, sponsorship, deals eg 2for1, 3for2 , celebrity endorsement etc	<b>Place</b> eg online, physical stores - chains, small independent outlets,
<b>Process-</b> the systems and processes that deliver a product to a customer	<b>People</b> the people who make contact with customers in delivering the product

<p><b>Physical Evidence/Environment</b>  the elements of the physical environment  the customer experiences</p>	

<p><b>Business 2 - Marketing Mix for .....</b></p>	
<p><b>Product</b> eg type, quality, ingredients/materials, function, USP, branding etc</p>	<p><b>Price</b> eg discount, premium, dynamic,</p>
<p><b>Promotion</b> eg tv advertising, sponsorship, deals eg 2for1, 3for2 , celebrity endorsement etc</p>	<p><b>Place</b> eg online, physical stores - chains, small independent stores</p>
<p><b>Process-</b> the systems and processes that deliver a product to a customer</p>	<p><b>People</b> the people who make contact with customers in delivering the product</p>

<b>Physical Evidence/Environment</b> the elements of the physical environment the customer experiences	

Sources used :