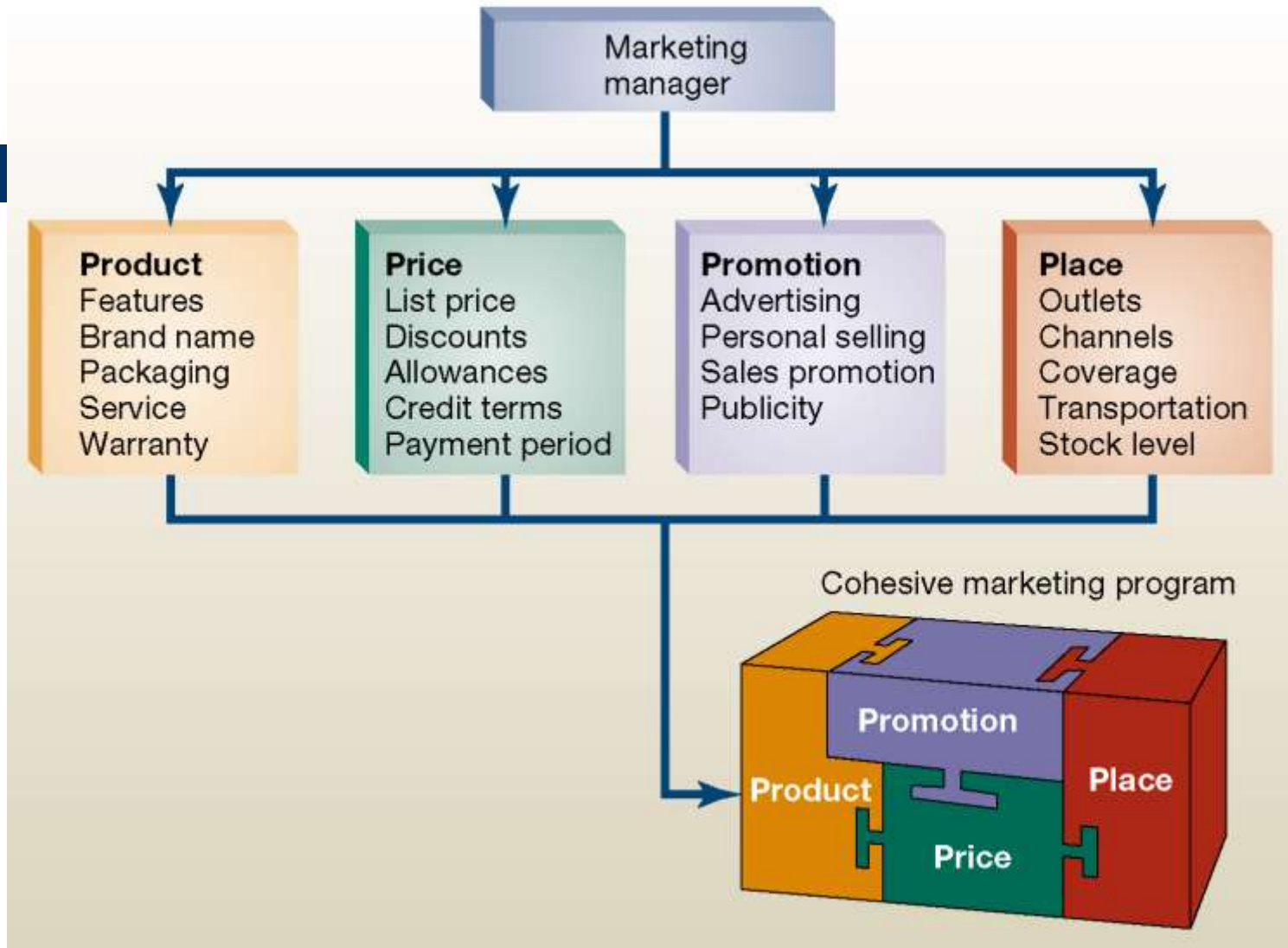


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The Marketing “Mix”



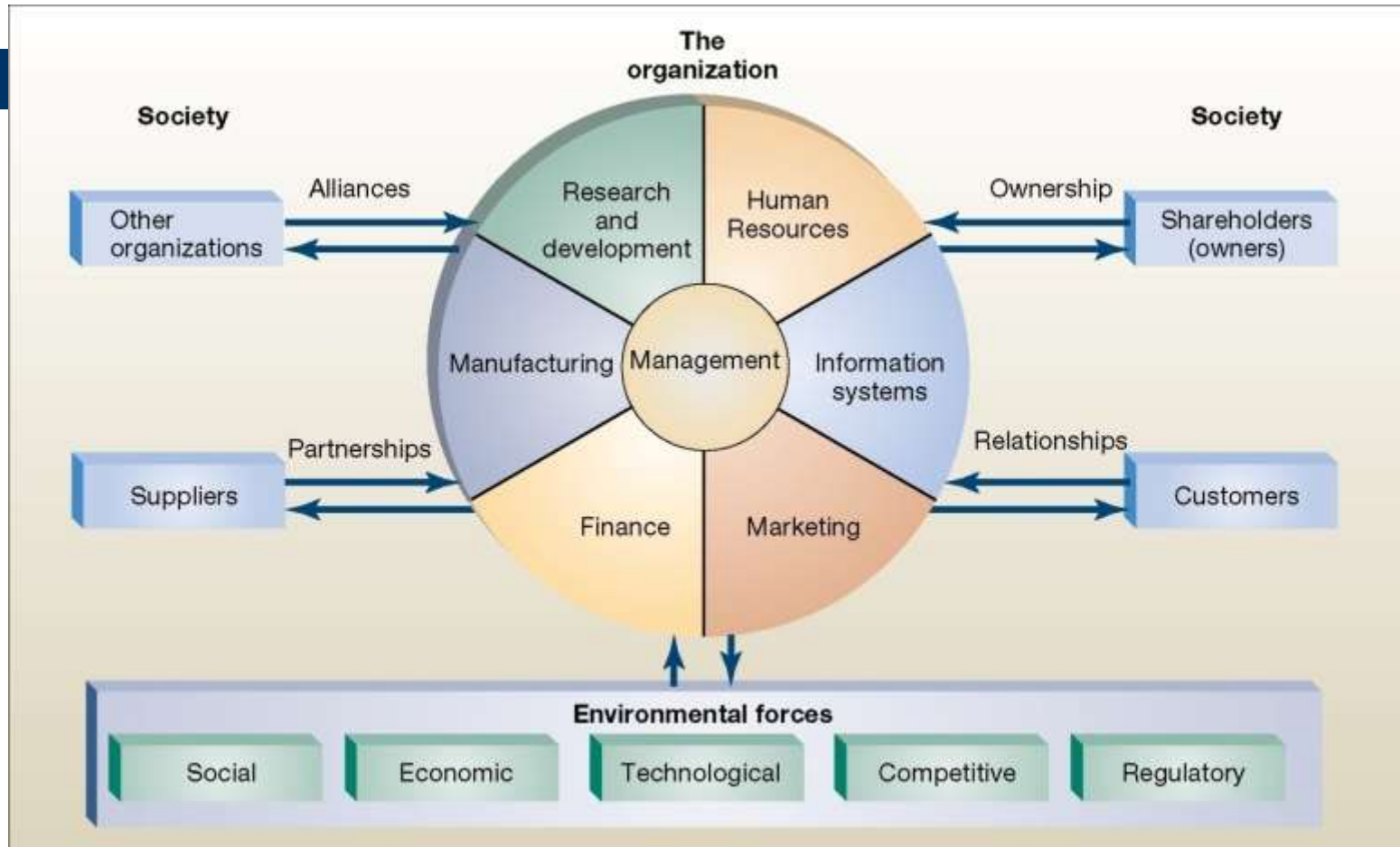
Marketing Mix – 4Ps

The marketing mix elements that make up an organization's marketing program:

1. **P**roduct
2. **P**romotion
3. **P**rice
4. **P**lace

These are management **decisions**,
controllable factors

Marketing function relates to many people, groups, and forces



**Marketing's first task:
discovering consumer
needs**



Marketing's second task: satisfying consumer needs

