

TASK DETAILS	
Title	DEVELOP MARKETING MIX
Type	TEAM
Activity Stage	BUSINESS PLANNING
Department	MARKETING
Duration	1 SESSION, 1 LESSON HOUR
LEARNING OBJECTIVE	OUTPUT
	Company's Marketing Mix Analysis

## INTRODUCTION

The Marketing Mix is a combination of controllable marketing variables that a company uses to influence consumers and achieve business objectives. The original 4Ps concept has now evolved into 7Ps to better align with modern business models, especially in the services and digital sectors.

No	ACTIVITY
1	<p><b>Explaining the 7Ps of the Marketing Mix</b></p> <p>The facilitator explains the components of the 7Ps Marketing Mix, which include:</p> <ul style="list-style-type: none"> <li>• <b>Product:</b> Goods or services offered to the market, focusing on quality, design, features, branding, and service. <i>Example:</i> Apple's iPhone, known for exclusive features, elegant design, and after-sales service.</li> <li>• <b>Price:</b> The amount consumers pay, including strategies such as discounts, financing options, and psychological pricing. <i>Example:</i> Netflix offers various pricing packages (Basic, Standard, Premium) to suit different needs.</li> <li>• <b>Place:</b> How products reach consumers—distribution channels, location, logistics, and accessibility. <i>Example:</i> Starbucks opens coffee shops in strategic locations (malls, campuses) and is also available through GoFood.</li> <li>• <b>Promotion:</b> How the company communicates and attracts consumers. <i>Example:</i> Shopee uses TV ads, influencers, and "free shipping" promos to boost awareness.</li> <li>• <b>People:</b> Individuals involved in serving customers, crucial for service businesses. <i>Example:</i> Gojek drivers and responsive customer support enhance service quality.</li> <li>• <b>Process:</b> Procedures from ordering to after-sales service. <i>Example:</i> McDonald's designs a fast-food system with standardized queues and automated cashier systems for efficient service.</li> <li>• <b>Physical Evidence:</b> Tangible proof of a products or services existence and quality. <i>Example:</i> Starbucks maintains consistent store interiors (colors, design, music), branded cups, physical membership cards, and a visually distinctive app.</li> </ul>

2	<p><b>Team Discussion on Marketing Strategy</b></p> <p>After understanding the theory and examples of each 7P element, the facilitator guides students to discuss in teams based on their departments. Each team must develop a marketing strategy covering all seven elements of the marketing mix, tailored to their virtual company's context.</p> <p>Students are encouraged not only to adopt strategies from real-world businesses but also to adapt them to the characteristics of their product, target market, and company resources.</p>
3	<p><b>Team Presentations</b></p> <p>After discussions, each team presents their Marketing Mix strategy to the class. Presentations should be concise and focused on explaining the rationale behind each element of their 7P strategy.</p> <p>The facilitator provides immediate feedback, especially on the consistency between elements and their relevance to the intended market segment. Additionally, one member of the Marketing Department team is assigned to document the final discussion results and include them in the company's Business Plan as part of the marketing strategy.</p>

## REFERENCE

1. Kotler, Philip. Marketing Management. Pearson Education.
2. McCarthy, E.J. (1960). Basic Marketing: A Managerial Approach.
3. Artikel Harvard Business Review: The Extended Marketing Mix (7Ps)

## TEMPLATE TUGAS

1. Company's Marketing Mix Analysis – [LINK](#)