Marketing Class Starter: The 4 Ps of Marketing Name: Hour:

What are the 4 Ps of Marketing?

1.

2.

3.

4.

Using the 4 Ps (Marketing Mix), place the correct item in each blank….

1. Should we use radio advertising?

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1. Should we sell home furnishings in addition to clothing

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1. Should we use keystone markup?

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1. Should we give employees discounts?

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1. Should we have an ad in the local newspaper?

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1. Should the store be located on Main Street or in a shopping center?

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1. Should we sell men’s clothing in addition to women’s apparel?

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1. Should we designate Wednesday as “Senior Citizen Discount Day?”

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1. Should we purchase bags with the store name printed on them?

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1. Should we purchase a delivery van for delivery of home furnishings?

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