Business

Week 13

**Handout 1: Marketing Strategies - Lesson 1: Marketing Mix (4 Ps)**

**Objective:**

* Learn about the marketing mix and how it helps businesses create effective marketing strategies.

**1. What is the Marketing Mix (市场营销组合)?**

The marketing mix is a tool businesses use to plan how to promote and sell their products or services. It includes **four key elements (4 Ps):**

1. **Product (产品):** What the business offers to customers.
2. **Price (价格):** How much the product costs.
3. **Place (地点):** Where the product is sold.
4. **Promotion (促销):** How the business tells customers about the product.

**2. The 4 Ps Explained**

1. **Product (产品):**
   * What is the product or service?
   * What makes it unique or better than competitors?  
     *Example:* A smartphone with a long battery life and a new design.
2. **Price (价格):**
   * How much does the product cost?
   * Is the price affordable, competitive, or premium?  
     *Example:* A luxury perfume priced higher to appeal to exclusive customers.
3. **Place (地点):**
   * Where is the product sold? (e.g., online, in stores, or both)
   * How does it reach customers?  
     *Example:* A clothing brand sells through its website and in department stores.
4. **Promotion (促销):**
   * How do you let customers know about the product?
   * Use advertising, social media, discounts, or events.  
     *Example:* A bakery uses Instagram ads and free samples to attract customers.

**3. Activity: Apply the 4 Ps**

**Task:**  
In small groups, choose a product (real or imaginary). Discuss and decide:

* What the product is.  
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* How much it will cost.  
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* Where it will be sold.  
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* How it will be promoted.  
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Be ready to share your group’s marketing mix with the class.

**4. Homework:**

**Task:**  
Pick a product you use often. Write a paragraph explaining its 4 Ps (Product, Price, Place, Promotion) and how they work together to attract customers.  
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**Handout 2: Marketing Strategies - Lesson 2: Market Segmentation**

**Objective:**

* Understand how to divide a target market into segments and create marketing strategies for each.

**1. What is Market Segmentation (市场细分)?**

Market segmentation is dividing customers into groups (segments) based on their needs, preferences, or characteristics. Each segment can be targeted with a specific marketing strategy.

**2. Types of Market Segmentation**

1. **Demographic (人口统计):**  
   Based on age, gender, income, education, etc.  
   *Example:* A luxury car company targets high-income customers.
2. **Geographic (地理位置):**  
   Based on where customers live (country, city, climate).  
   *Example:* A winter clothing brand targets customers in cold regions.
3. **Psychographic (心理特征):**  
   Based on lifestyles, values, or interests.  
   *Example:* A gym targets customers interested in health and fitness.
4. **Behavioral (行为特征):**  
   Based on how customers behave, like their buying habits or loyalty.  
   *Example:* A coffee shop offers discounts to repeat customers.

**3. Activity: Create Market Segments**

**Task:**  
Choose a product (e.g., sneakers, smartphones, skincare) or your own business’ product. Divide the target market into 4 segments using the types of segmentation above. For each segment:

* Describe each segment.  
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* Suggest one marketing strategy to attract that group.  
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**4. Homework:**

**Task:**  
Think about a brand you know. Write a paragraph explaining how the brand segments its market and targets one specific group. Mention the type of segmentation used and the strategy they use to attract that segment.

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