**STRATEGIC MARKETING RELATIONSHIPS**

**Learning Outcome 1: Activity 2**

**GROUP ACTIVITY**

**7Ps of the marketing mix**

Watch the video: <https://www.youtube.com/watch?v=ys7zx1Vc9po>

Take notes about each of the seven elements of the extended marketing mix.

Select a service that is well-known in your home country such as a banking, telecommunications, transport or a catering service and describe how the seven variables of the marketing mix apply to this service.