**STRATEGIC MARKETING**

**Learning Outcome 4: Activity 3**

**GROUP ACTIVITY**

**Designing a marketing mix**

In small groups, design a marketing mix for a product you’re interested in. *Please note: this should be a product rather than a service.*

1 - Identify the product and create some marketing objectives.

2 - Carry out some market research and undertake a brief competitor audit.

3 - Define the target segment and positioning, perhaps using a perception matrix to define your competitive advantage.

4 - Based on your learnings, build the marketing mix.

5 - Considering your objectives, identify how success might be measured.

Be prepared to present this back to the class, as though you are pitching to management. Ensure each member of the group gets a chance to speak, and that your presentation is exciting but informative.

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| **Product**  |
| **Objectives** |
| **Results of competitor audit and perception matrix** |
| **Describe your target segment, positioning and competitive advantage**  |
| **Your marketing mix: product, place, price, promotion**  |
| **Marketing objectives and measures of success** |