**STRATEGIC MARKETING**

**Learning Outcome 4: Activity 4**

**GROUP ACTIVITY**

**The marketing mix for services**

In groups, choose a service you have interacted with and describe their marketing mix. Pay special attention the additional 3Ps, and evaluate the success of each element of the marketing mix and the effect of this as a whole, considering their perceived target segment and positioning.

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| **Service**  |
| **Describe the marketing mix - the 7Ps** |
| **Define the perceived segment, positioning and competitive advantage and evaluate the success**  |