

Marketing mix for pizza

Warm-up

Which words below are used to talk about which P? Sort them into the correct category.

advertising – appearance – channels of distribution – discount – financing – price list – location – logistics – media – public relations – quality - service

product	price	place	promotion
service quality appearance	discount financing price list	channels of distribution location logistics	advertising discount media public relations

Video

Watch the video on YouTube how to deal with marketing mix. <https://www.youtube.com/watch?v=Mco8vBAwOmA>

Make notes about the marketing mix for these customers:

1. the lady
2. the guy
3. the Viking

It is possible to divide students into 3 groups and let them discuss only one person from the video and present the marketing mix to others.

Groupwork

Create the marketing mix for pizza for a member of your chosen target group.

Help

- First characterise your target group:
 - What do you know about the lifestyle, work, hobbies or likes and dislikes?
 - What are their expectations?
- Then create the marketing mix.

The first possibility is to allow the groups choosing a target group they are interested in. The other one is to give them one person with short characteristics as a member of the target group and let the students prepare the marketing mix for him or her.



Donald Trump	a multimillionaire who lives in the high society
Billie Eilish	a singer and a vegan who is very interested in the environment
Paul	a university student who must work to pay his studies
Zoe	a forty-year-old woman who is a part of Hippie community

Resources

The 4Ps of the Marketing Mix. Siplified. *YouTube* [online]. Dostupné z:
<https://www.youtube.com/watch?v=Mco8vBAwOmA>

HOBBS, Martyn a Julia Starr KEDDLE. *Commerce 2*. Oxford: Oxford University Press, 2007. Oxford English for careers. ISBN 978-0-19-456983-5.