

## Unit 2.2 Making marketing decisions

Subject content	What you need to learn	RAG	WWW	EBI
2.2.1 Product	<p>The design mix:</p> <ul style="list-style-type: none"> <li>function, aesthetics, cost.</li> </ul> <p>The product life cycle:</p> <ul style="list-style-type: none"> <li>the phases of the product life cycle</li> <li>extension strategies.</li> </ul> <p>The importance to a business of differentiating a product/service.</p>			
2.2.2 Price	<p>Price:</p> <ul style="list-style-type: none"> <li>pricing strategies</li> <li>Influences on pricing strategies: technology, competition, market segments, product life cycle.</li> </ul>			
2.2.3 Promotion	<p>Promotion:</p> <ul style="list-style-type: none"> <li>appropriate promotion strategies for different market segments: advertising, sponsorship, product trials, special offers, branding</li> <li>the use of technology in promotion: targeted advertising online, viral advertising via social media, e-newsletters.</li> </ul>			
2.2.4 Place	<p>Place:</p> <ul style="list-style-type: none"> <li>methods of distribution: retailers and e-tailers (e-commerce).</li> </ul>			
2.2.5 Using the marketing mix to make business decisions	<p>How each element of the marketing mix can influence other elements.</p> <p>Using the marketing mix to build competitive advantage.</p> <p>How an integrated marketing mix can influence competitive advantage.</p>			
<b>Test Score</b>	<b>What progress have I made? How do I know this?</b>	<b>WWW, EBI:</b>		