# 4.3 The marketing mix and international marketing

Name: _____ Class: _____ Date: _____ **Total: 30 marks**

**KEY WORDS** product life cycle • extension strategy • price skimming • penetration pricing • distribution channel • BCG matrix

## Objective

Build the skills to answer exam questions on the **seven Ps of the marketing mix** (product, price, promotion, place, people, processes, physical evidence) and, at HL, **international marketing** .

**You must be able to:**

- explain the product life cycle, extension strategies, branding and the Boston Consulting Group (BCG) matrix
- evaluate pricing methods: cost-plus, penetration, skimming, psychological, loss leader, price discrimination, dynamic and competitive pricing
- evaluate promotion (above and below the line, social media) and distribution channels
- explain people, processes and physical evidence for services

## 1 Key knowledge and worked examples

### The seven Ps

**Product.** The **product life cycle**: development → introduction → growth → maturity → decline. **Extension strategies** (new features, new markets, new packaging, price cuts, new uses) delay decline. **Branding** gives identity and loyalty; types include family branding, product branding, company branding, own-label branding.

**BCG matrix (toolkit)**

| | **high market share** | **low market share** |
|---|---|---|
| **high market growth** | **star** (invest to keep its lead) | **question mark** (invest or drop) |
| **low market growth** | **cash cow** (earns cash to fund others) | **dog** (consider dropping) |



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**Price. Cost-plus:** price = unit cost + a percentage mark-up. **Penetration:** low price to win market share quickly. **Skimming:** high price at launch for a new or unique product, lowered later. **Psychological:** e.g. $9.99. **Loss leader:** sold below cost to attract customers who buy other items. **Price discrimination:** different prices for different groups or times. **Dynamic:** prices change with demand in real time. **Competitive:** set in line with rivals.

**Promotion. Above the line:** paid mass media (TV, radio, online ads). **Below the line:** direct marketing, sales promotions, sponsorship, public relations. **Social media marketing:** cheap, targeted and two-way, but negative comments spread quickly. **Viral** and **guerrilla** marketing rely on surprise and sharing.

**Place.** Distribution channels: **direct** (producer → consumer, e.g. online), **one intermediary** (producer → retailer → consumer), **two intermediaries** (producer → wholesaler → retailer → consumer). E-commerce allows direct selling worldwide.

**People, processes, physical evidence** (important for services): staff skills and attitudes; how the service is delivered (speed, ease of booking); what customers see (building, uniforms, website, packaging).

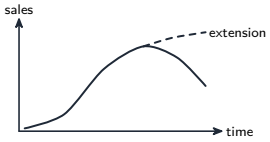
**Answer shapes:** classify (PLC stage, BCG cell) → link each P to the target market → check the Ps fit together → judgement.

## 2 Practice

**2.1** Distinguish between penetration pricing and price skimming. [2]



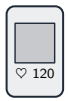

**2.2** State **two** extension strategies for a product in the maturity stage of its life cycle. [2]



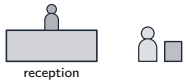

**2.3** A snack firm's products: A has a high market share in a fast-growing market; B has a low share in a slow-growing market; C has a high share in a slow-growing market; D has a low share in a fast-growing market. Classify each product using the BCG matrix. [4]



**2.4** Explain **one** advantage and **one** disadvantage of social media marketing for a small bakery. [4]




**2.5** Explain how **two** of people, processes and physical evidence affect customers' experience of a hotel. [4]






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## 3 Exam-style questions

**3.1 AquaPure** is launching **Glow**, a reusable water bottle with a built-in filter. Its unit cost is $12. Rival bottles without filters sell for $15–$25. AquaPure targets students and young professionals who care about the environment.

(a) AquaPure considers cost-plus pricing with a 40% mark-up. Calculate the price, and explain **one** limitation of this method. [4]




(b) Discuss an appropriate marketing mix for the launch of Glow. [10]