

3.4 Marketing strategy

Name: _____ Class: _____ Date: _____

Total: 19 marks

KEY WORDS marketing strategy

- international market
- legal controls
- tariffs
- consumer protection

Objective

Build the skills to answer exam questions on **marketing strategy** – using the **four Ps** together, **legal controls** on marketing, and selling in an **international market**.

You must be able to:

- explain how the four Ps fit together in a marketing strategy
- describe legal controls on marketing
- analyse the opportunities and problems of selling abroad

1 Key knowledge and worked examples

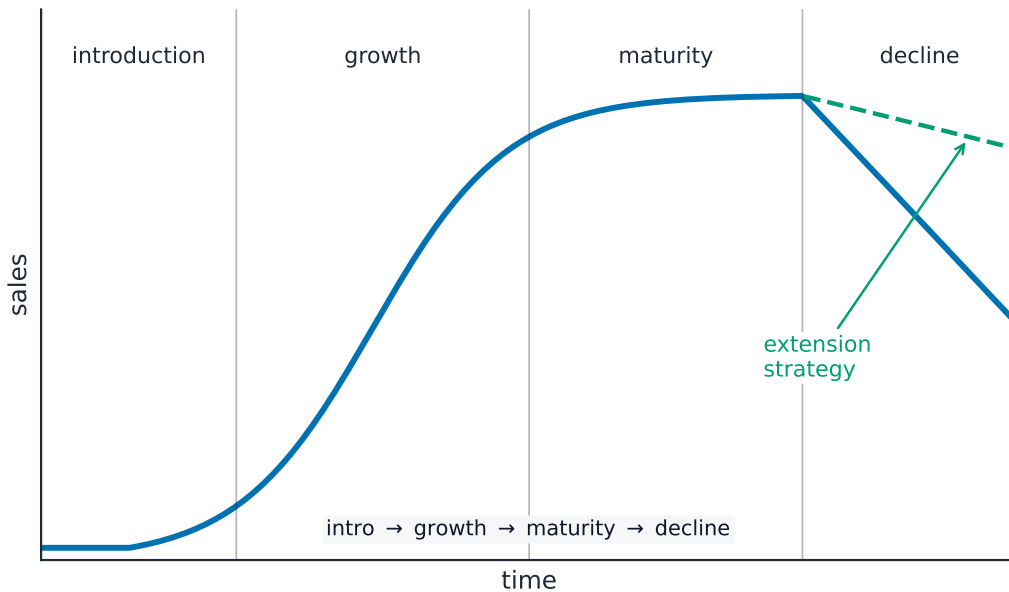
■ A joined-up marketing strategy



The four Ps must fit each other and the target customer

- **Marketing strategy** : a plan using the four Ps together to meet objectives – e.g. a luxury product needs a high price, smart packaging and image-based

adverts.



A strategy changes the mix across the product life cycle – extension strategies revive maturing sales

- **Legal controls** : **consumer protection** (no unsafe goods) and bans on **misleading** adverts.
- **International markets** : more customers and higher sales, but different tastes, **tariffs** and local competition.

Answer shapes: K + App + An + Ev (a justified judgement, for “do you think” questions).

2 Practice

2.1 Define the term *marketing strategy*.

[2]

2.2 Identify two legal controls on marketing.

[2]

2.3 State one problem a business may face when selling in another country.

[1]

3 Exam-style questions

3.1 Identify two opportunities of selling in an international market. [2]

3.2 Explain why the four Ps of the marketing mix must fit together. [6]

3.3 Do you think a business should always sell its products in other countries to grow? Justify your answer. [6]

Solutions

IGCSE Business answers are marked by **level of response**: award **K** knowledge, **App** application, **An** analysis and **Ev** a justified judgement.

Each answer shows the steps, then the **result**.

2.1

- a **marketing strategy** uses the **four Ps together** to reach marketing objectives (K)

2.2

- any **two** of: consumer protection (no unsafe goods) / ban on misleading promotion (K, K)

2.3

- any **one** of: different languages and tastes / higher transport costs / foreign laws and tariffs / local competition (K)

3.1

- any **two** of: more customers / higher sales / spreading risk (K, K)

3.2

- each P sends a message; if they **clash** (high price, cheap packaging), customers are confused (K + An)
- when the Ps **fit**, they reinforce each other and the product sells to the target customer (An)

3.3

- **for**: more customers, higher sales, spreads risk
- **against**: tastes, languages, transport, tariffs, local competition – costly and risky
- **judgement (Ev)**: selling abroad helps growth only if the firm can adapt and afford the costs – it depends on size and the market