3.4 Marketing strategy

Name: _____ Class: _____ Date: _____ **Total: 19 marks**

KEY WORDS marketing strategy • international market • tariffs • legal controls • 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:

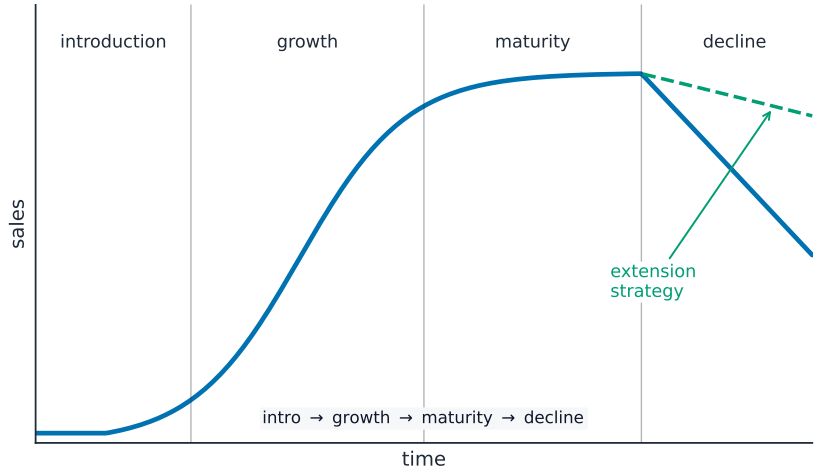
- explain how the four Ps fit together in a marketing strategy
- describe legal controls on marketing
- analyse the opportunities and problems of selling abroad

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]