

# 3 Marketing and research – Part 1

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Name: \_\_\_\_\_ Class: \_\_\_\_\_ Date: \_\_\_\_\_

## Vocabulary

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*Write each word three times.*

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| English            | Write it 3 times (English) |
|--------------------|----------------------------|
| Marketing          | _____                      |
| Market research    | _____                      |
| primary research   | _____                      |
| secondary research | _____                      |
| marketing mix      | _____                      |

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## Recall

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**Marketing** means understanding customers and meeting their needs in order to sell a product.

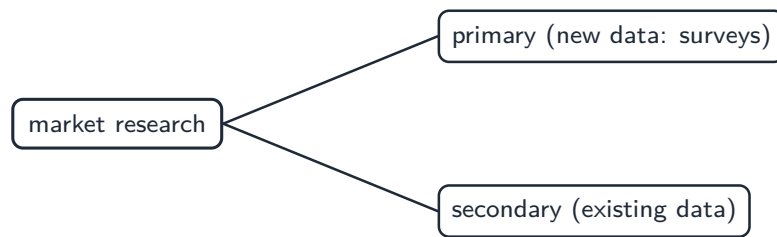
## New ideas

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Read these first, then do the Practice.

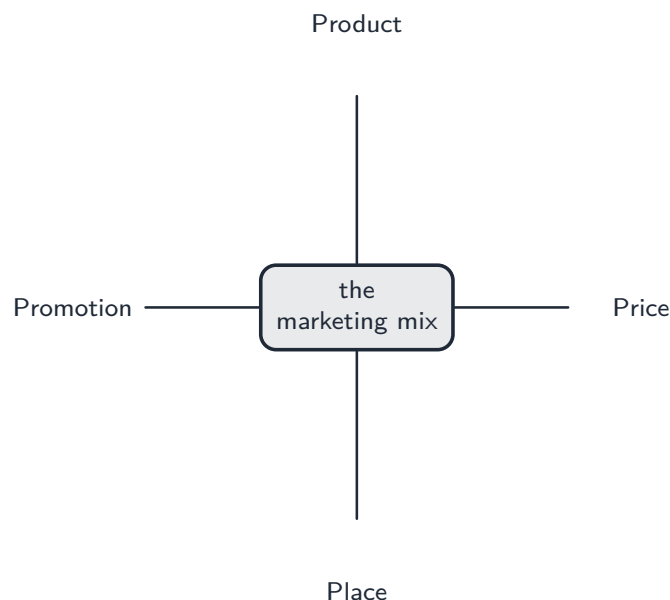
■ **1 Market research**

**Market research** finds out what customers want:



- **primary research** collects new data (surveys, questionnaires);
- **secondary research** uses data that already exists.

## ■ 2 The marketing mix (4 Ps)



The **marketing mix** is the four Ps: **Product**, **Price**, **Place** (where it is sold) and **Promotion** (advertising).

**Watch out:** **primary** research collects *new* data (surveys, questionnaires); **secondary** research uses data that *already exists* – don't mix them up. The marketing mix is the **4 Ps**: Product, Price, Place, Promotion.

## Practice

Try these in order.

### 3.1 What is *market research* for?

[1]

**3.2** What is the difference between primary and secondary research? [2]

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**3.3** Give one example of primary research. [1]

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**3.4** Name the four Ps of the marketing mix. [2]

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**3.5** Which “P” means advertising? [1]

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**3.6 Challenge.** A new sports drink is being launched. Give one decision the business must make for **each** of the four Ps. [4]