

3.4 Marketing strategy

Name: _____ Class: _____ Date: _____

Total: 19 marks

KEY WORDS marketing strategy 营销策略 • legal controls 法律管制
• international market 国际市场 • tariffs 关税 • consumer protection 消费者保护

Objective

Build the skills to answer exam questions on **marketing strategy** 营销策略 — using the **four Ps** together, **legal controls** 法律管制 on marketing, and selling in an **international market** 国际市场.

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

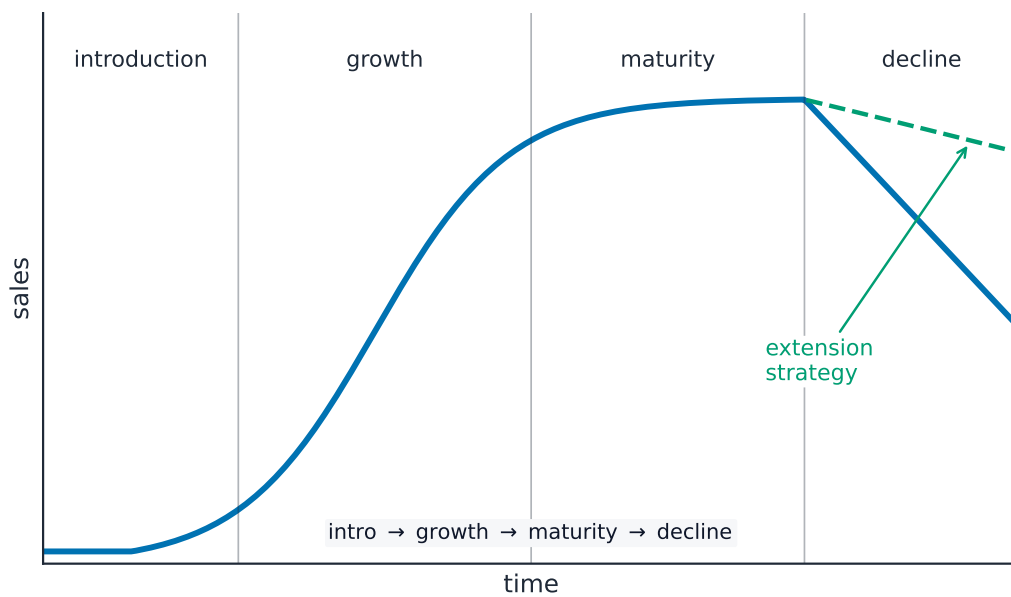
1 Worked examples

■ A joined-up marketing strategy



The four Ps must fit each other and the target customer

- **Marketing strategy** 营销策略: 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** 法律管制: **consumer protection** 消费者保护 (no unsafe goods) and bans on **misleading** 误导 adverts.
- **International markets** 国际市场: more customers and higher sales, but different tastes, **tariffs** 关税 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]
