

Marketing

IGCSE Business Studies ■ Topic 3

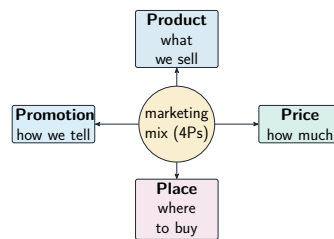
IGCSE Business Studies



Marketing

What we will cover

- 1 What marketing does
- 2 Market segmentation
- 3 Market research
- 4 The marketing mix (4 Ps)
- 5 Product life cycle
- 6 Place & distribution



the four Ps

1 Markets

What marketing does

the role

satisfy customers, grow
sales 销售额 & **mar-**
ket share 市场份额,
build **loyalty** 忠诚度

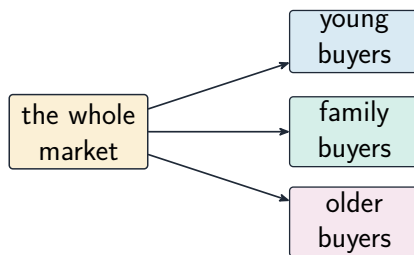
markets

a **niche market** 利基市场
is small & special; a **mass**
market 大众市场 is large



Advertising

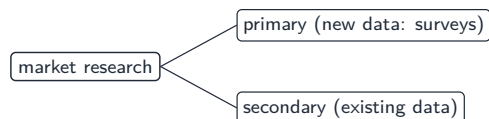
Market segmentation



split into segments (here, by age)

- the business can design a product to fit each group,
- it can aim its advertising at the right people,
- it can spot gaps in the market.

Market research



Market research 市场调研
informs decisions:

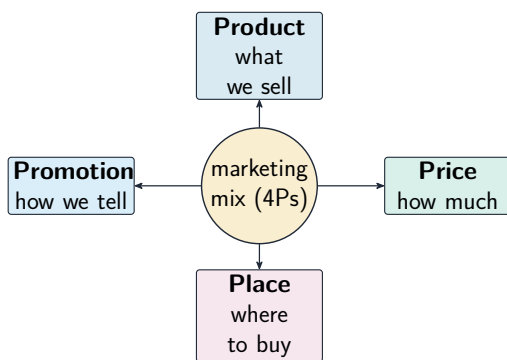
- **primary** 一手调研 – new data (surveys); fits, but costly
- **secondary** 二手调研 – existing data; cheap, but may be old

A good **sample** 样本 must be typical.

2 The mix

Marketing
└ The mix

The marketing mix: the four Ps

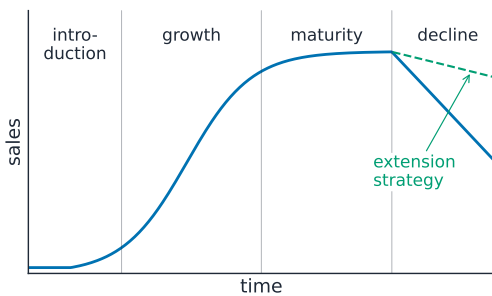


The **marketing mix** 营销组合:

- **Product** – what we sell
- **Price** – how much
- **Place** – where to buy
- **Promotion** – how we tell

Marketing
└ The mix

Product life cycle



Sales over four stages:

introduction, growth, maturity, decline. **Extension**

strategies 延长策略 (a new use, new design or lower price) keep sales going.

Place and distribution

A **distribution channel** 分销渠道 is the path from producer to customer.

- short channel – more control
- long channel – wider reach

short channel (more control)



long channel (reaches more buyers)



3

Recap

Worked example – the marketing mix

A firm launches an energy drink aimed at students. Suggest its four Ps.

- **Product:** a drink and can designed for students – caffeine, bold branding.
- **Price:** **penetration pricing** – low, to win share in a market full of rivals.
- **Place:** campus shops, vending machines, online – **where students already are**.
- **Promotion:** social media and campus events ⇒ **all four must fit each other and the customer**.

The four Ps must be **consistent**: a premium price with cheap packaging fails. Always tie every P back to the **target market** in the question.

Topic 3 – key takeaways

1 Segmentation

split a market into similar groups

2 Research

primary (new) vs secondary (existing)

3 Four Ps

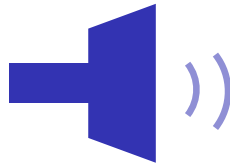
product, price, place, promotion

4 Life cycle

introduction, growth, maturity, decline

Check yourself

- 1 What is a niche market?
- 2 Which research collects brand-new data?
- 3 Name the four Ps.
- 4 What is the first stage of the product life cycle?



Answers 1. a small market with special needs 2. primary research 3. product, price, place, promotion 4. introduction