

Name _____

4Ps of Marketing

1. List the four Ps of marketing.

<i>P</i>	<i>P</i>
<i>P</i>	<i>P</i>

2. Explain each of the four Ps that are involved in seeing a new movie.

4 Ps	Description of P in person seeing movie
Product	Product is the movie itself
P	
P	
P	

3. Explain what would happen if each of the Ps were poorly managed & ineffective.

4 Ps	Description of P in person seeing movie
Product	A bad movie would make it so nobody wanted to go to the movies
P	

(continue on back)

Name _____

P _____

P _____

4. How many of the 4Ps should be considered when making marketing decisions?

a. 1

b. 2

c. 3

d. 4

MARKETING MANAGEMENT