

Work Activity Brief

Course	Business Level 3		
Project Title	Marketing Task		
Tutor/s	Nick Nathaniel		
Issue date	April 2020	Completion date	August 2020

Project overview

You work as a Marketing Consultant and you have clients who use your expertise to plan their marketing.

You need to produce a plan detailing the Marketing Mix 4Ps for *Maltesers Teasers*. You need to write a minimum of 400 words.

Once you have completed your project, please forward this to the following email address along with your full name: submissions@esc.ac.uk. We'll then forward this on to our curriculum teams who will be in touch shortly.

Outcome of the project

This project has been developed to help you to prepare for the programme that you will be joining in September. It will give you some insight into the subject area and will develop the skills of working independently and assignment writing. These will be useful skills when you become a college student.

These are the tasks that you need to complete and will support you to structure your work

1. Marketing mix introduction

1.1) **What is the overall purpose of the Marketing Mix – explain how will it help the brand?**

1.2) **What is the role of each of the 4Ps?**

- Product
- Price
- Place
- Promotion

2. Product

Describe which specific benefits and features of the product are to be emphasised in the marketing of Maltesers Teasers.

3. Price

Pricing strategy (premium pricing, penetration pricing, economy pricing, price skimming, psychological pricing) – **explain which pricing strategy you are recommending and why?**

4. Place

Distribution – how will you get the product to the customers?

- online
- physical **presence** (offline)
- or both

5. Promotion

Promotional mix (Advertising, PR, Direct Marketing, Email, Social Media) which **types of promotion** do **you recommend** and **why?**

Please note:

Your Marketing Mix answers above **must be clearly targeted** to a **defined group of potential customers** and need to be detailed and coherent so that **Product, Promotion, Price and Place** are all **designed to appeal to** the clearly defined **needs and aspirations** of the target group of customers.

Make sure you understand the elements of the marketing mix, and **how** you are proposing to meet the needs of the targeted market.