25 May 2020.

UNIT 8 MARKETING

Marketing people are not involved in just promoting sales but in all aspects of the marketing mix ( The four Ps’):



From the customers’ perspective these are The four Cs’:



Do Task A on page 74.

Listen to Tracks 11-14. Which of the four Ps each speaker is discussing?

Then do Task A on page 75. You will find the correct answers below.

WRITTEN TASK

Then do exercise C. Thini of at least 5 products and explain which of the four P influenced your purchasing decisions. Please, email your work.

CORRECT ANSWERS:

Task A page 74:



Task B page 74:



Task A, page 75:

