

Learning goals

- ✓ Explain how the four Ps work together as one mix
- ✓ Spot a marketing mix that does not fit together
- ✓ Explain how the mix changes over time
- ✓ Recommend a joined-up marketing mix for a business

Key words

M Marketing mix Price, product, promotion and place used together (the four Ps).	T Target market The group of customers the mix is aimed at.
I Integrated The parts fit together and support each other.	P Premium A high-quality product sold at a higher price.
C Consistent Each P sends the same message about the brand.	

What you need to know



The four Ps must work together as one marketing mix.

1. The four Ps work as one

The **marketing mix** only works when the four Ps are **integrated** — they must fit together and send a **consistent** message to the **target market**. A **premium** product needs a higher price, a quality location and classy promotion; a budget product needs a low price, wide availability and value-led promotion. If one P doesn't match the others, customers get a confusing message and sales suffer.

"A premium coffee at a bargain price, promoted with cheap flyers, sends a confused message — the four Ps must agree."

2. The mix changes over time

The marketing mix is not fixed. It **evolves** as a product moves through its **life cycle** and as the **market changes**. At launch, promotion *informs* and the price may be high (skimming) or low (penetration); in **maturity**, promotion *reminds* and price becomes more competitive; in **decline**, the business may cut the price or use extension strategies. New technology, such as ordering apps, can also change "place" over time.

Test yourself

Cover the answers below, answer Q49–Q50, then check.

Q49 Why must the four Ps work together?

Q50 How might the marketing mix change over time?

ANSWERS

A49 A weakness in one element can undermine the others, so they must be consistent.

A50 As a product moves through its life cycle or the market changes, the business adjusts the four Ps.