

How do businesses reach customers, and persuade them to buy?

Syllabus sections 3.3 Place, promotion and marketing strategy · 3.4 Legal controls

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Running case: Kandy Hills Tea · 55 minutes

How this topic is examined

Paper 1 · Short answer and data response

Define [2] · Identify [2]

Outline [4] · Explain [6]

Explain two... Which is best? [6]

Do you think... Justify your answer [6]

Paper 2 · Case study

Explain two problems / legal controls... [8]

Consider three methods of promotion or ways to enter a market. Which should the business choose? [12]

Typical questions on this topic

Define 'marketing strategy' or 'marketing budget'. [2]

Identify two aims of promotion. [2]

Outline two advantages to [business] of using retailers to distribute its products. [4]

Explain one advantage and one disadvantage to [business] of using ecommerce. [6]

Do you think retailers are the best channel of distribution for a manufacturer? [6]

Consider three methods of promotion. Which should the business use? [12]

By the end of this lecture you can...

- 1 Compare channels of distribution and choose one for a business.
- 2 Explain the advantages and disadvantages of ecommerce.
- 3 Explain the aims of promotion and compare methods of promotion.
- 4 Explain a marketing strategy and the role of the marketing budget.
- 5 Compare ways of entering markets in other countries.
- 6 Explain how legal controls affect marketing.

END OF PREVIEW

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