

*Standard Deviants School The Reasonable Priced World of Marketing*  
Tape Three: *Target Consumers*  
Length: 26 minutes, © 2002 Cerebellum Corporation  
Audience: 7-12 grades

*Target Consumers* introduces the Marketing Mix and covers each of the four components: product, price, place (distribution), and promotion.

*Standard Deviants School The Reasonable Priced World of Marketing:  
Target Consumers*

- I. Introduction to the Four P's or the Marketing Mix
  - A. Product
  - B. Price
  - C. Place (Distribution)
  - D. Promotion
  
- II. Product
  - A. Two factors to consider when working with products
    - 1. Classification of product
    - 2. Product life cycle stages
  - B. Three classifications of products
    - 1. Convenience
    - 2. Shopping
    - 3. Specialty
  - C. Product life cycle stages
    - 1. Introduction
    - 2. Growth
    - 3. Maturity
    - 4. Decline
  
- III. Pricing
  - A. Five most common pricing strategies
    - 1. Skim
    - 2. Penetration
    - 3. Competitive
    - 4. Cost-based
    - 5. Target-profit
  - B. Price elasticity concept
    - 1. Elastic prices
    - 2. Inelastic prices
  - C. Other pricing strategies
    - 1. Discount products
    - 2. Segmented pricing
    - 3. Geographic pricing
    - 4. Psychological pricing

5. Value pricing
6. International Pricing

IV. Place (Distribution)

- A. Concept of channels
- B. Distribution channels
  1. Direct marketing channel
  2. Indirect marketing channel
- C. Distribution channel conflict
  1. Horizontal conflict
  2. Vertical conflict

V. Promotion

- A. Objectives of promotion
  1. Provide information
  2. Increase demand
  3. Differentiate the product from competition
  4. Stabilize sales
  5. Accentuate a products value
- B. Five means of promotion
  1. Advertising
  2. Consumer and trade sales
  3. Public relations
  4. Direct marketing
  5. Sponsorship