

The Marketing Mix – Worksheet

Based on the free lesson at marketingteacher.com/marketing-mix. Answer in your own words.

Name: _____ Class: _____ Date: _____

1. In your own words, what is the marketing mix, and why does a business need one?

2. Complete the table below for a business of your choice (e.g. a local café, a clothing brand, a mobile app).

Product	Price
Place	Promotion

3. Name the three extra elements added to make the 7Ps, and explain why they matter for a service rather than a physical product.

4. Explain, using an example, why copying a competitor's marketing mix "wholesale" can backfire.

5. A business changes its price but keeps everything else in its mix the same. Give one example of how this could work against the rest of the mix.

6. Why does the marketing mix need to be revisited over time, rather than set once and left alone?
