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## Chapter 2 The Marketing Plan

### Discovery Project Worksheet

**Directions** Read the questions below about the marketing plan and provide your answers in the form of short essays.

1. All marketing mixes consist of the following elements (the four Ps). Describe each below. [possible 10 pts. for each definition]
  - a. Product \_\_\_\_\_  
\_\_\_\_\_
  - b. Price \_\_\_\_\_  
\_\_\_\_\_
  - c. Place \_\_\_\_\_  
\_\_\_\_\_
  - d. Promotion \_\_\_\_\_  
\_\_\_\_\_
  
2. Think of a business that you're familiar with that has an effective marketing mix. (The marketing mix is effective if the business is successful.) Explain how each of the four Ps contributes to the success of the business. [possible 20 points]  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
3. Think of a business that you're familiar with that does not have an effective marketing mix. (The marketing mix isn't effective if the business is not doing well.) Explain how each of the four Ps contributes to the lack of success of the business. [possible 20 points]  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
  
4. Suggest how the business in #3 might improve its marketing mix to become more successful. [possible 20 points]  
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\_\_\_\_\_  
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