

## 29.27: Assignment- The Four Ps of Gourmet Dog Treats

### Scenario

Wanda has been very fortunate to have so much success selling her treats through her Web site, Etsy, and by word of mouth. However, if she intends to expand the business and take on the additional expenses and responsibilities this entails, Wanda will need a marketing plan to support the success and profitability of Salty Pawz. In order to create this plan, Wanda needs to examine what she is *currently* doing.

When you talk to her about the marketing she is doing now, she talks a lot about advertising, but you know that marketing involves a great deal more than just advertising. You ask her how she is applying the four Ps of marketing to her product, and she just shrugs. Once again, you find yourself walking away, shaking your head, and planning what you will prepare for Wanda to explain this facet of her business.

### Your Task

- Evaluate how Wanda is *currently* applying each of the four Ps of marketing to the products Salty Pawz sells. Capture this in your written document so that Wanda can refer back to it as she begins to draft a marketing plan.
- Once you have evaluated how Wanda is *currently* applying the four Ps to the products Salty Pawz sells, identify at least one *new* way that each of the four Ps could be improved. When making your recommendations, be as specific as possible so that she can execute some of your ideas immediately.

### Grading Rubric

Sample Grading Rubric

Criteria	Not Evident: 0%	Developing: 55%	Proficient: 80%	Distinguished: 100%	Weight
Explain the <i>product</i> element of the four Ps of marketing as it relates to Salty Pawz.	0 points	5.5 points	8 points	10 points	10%
Explain the <i>place</i> element of the four Ps of marketing as it relates to Salty Pawz.	0 points	5.5 points	8 points	10 points	10%
Explain the <i>price</i> element of the four Ps of marketing as it relates to Salty Pawz.	0 points	5.5 points	8 points	10 points	10%
Explain the <i>promotion</i> element of the four Ps of marketing as it relates to Salty Pawz.	0 points	5.5 points	8 points	10 points	10%

Criteria	Not Evident: 0%	Developing: 55%	Proficient: 80%	Distinguished: 100%	Weight
Recommend marketing strategies for the <i>product</i> element of the four Ps of marketing as it relates to Salty Pawz. Plan is well-supported and plausible.	0 points	5.5 points	8 points	10 points	10%
Recommend marketing strategies for the <i>place</i> element of the four Ps of marketing as it relates to Salty Pawz. Plan is well-supported and plausible.	0 points	5.5 points	8 points	10 points	10%
Recommend marketing strategies for the <i>price</i> element of the four Ps of marketing as it relates to Salty Pawz. Plan is well-supported and plausible.	0 points	5.5 points	8 points	10 points	10%
Recommend marketing strategies for the <i>promotion</i> element of the four Ps of marketing as it relates to Salty Pawz. Plan is well-supported and plausible.	0 points	5.5 points	8 points	10 points	10%
Articulation of response (citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas).	0 points	11 points	16 points	20 points	20%

Total points possible: 100.

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