

## 28.23: Assignment- Marketing Mix Examples

*Open Pedagogy Assignments are assignments in which students use their agency and creativity to create knowledge artifacts that can support their own learning, their classmates' learning, and the learning of students around the world. (See this [peer-reviewed article](#) for more details.) The assignment on this page is aligned to the [learning outcomes of Introduction to Business](#) and we've identified the module where the reading appears. All of the assignments can be created with a cell phone camera or any video recording device, Google or Word documents, and your learning management system.*

### Learning Objectives

- Give examples of the marketing mix

In the Marketing Function module, we cover the 4Ps: Products, Promotion, Place, and Price. Even if you haven't had experience with marketing, you have a lot of experience as a customer. What is the marketing mix of one of your favorite brand? Think of the marketing mix as a recipe that can be adjusted—through small adjustments or dramatic changes—to support broader company goals.

Using your cell phone or any other recording device, create a short video about the 4Ps of one of your favorite products. You don't have to edit or create a professional-grade film. You've most likely have done this type of recording already on social media, so feel free to use the same informal conversational tone.

Do an internet search for a product of your choice. Research for areas of their website where they mention details about their products, promotions, places, and price. Think of your audience as fellow students who are interested to learn about these ideas because they want to learn important marketing concepts. In your video, you can address the following:

- What are some interesting points on the website about the product?
- What are their promotions? What's the price? Where can you find the product?
- If you have had experience with the company of your choice, and you feel comfortable sharing your experience, tell your audience what worked or didn't work for you about their marketing. What can they improve?

**A Note To Teachers:** For this assignment, the first term students will be creating the videos, and then the next term's students can respond to the videos. After you have two terms of examples, use the best three from the batch as examples and start the process over again. Using the videos as starting points for OL discussion boards may work as well. If you are using the Salty Paws Case Study, you could refer back to that assignment as guidance for your students who may be learning these concepts for the first time.

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