<table>
<thead>
<tr>
<th>Date</th>
<th>Subject/Period</th>
<th>Essential Standard</th>
</tr>
</thead>
<tbody>
<tr>
<td>7/14/14</td>
<td>Sports &amp; Entertainment Marketing</td>
<td>1.04 Employ product mix strategies to meet customer expectations. (PM:079) This is a high school level course within the NCDPI CTE BFIT cluster.</td>
</tr>
</tbody>
</table>

Teacher: Keller

Objective: Students will understand the various effects/strategies involved in the product mix.

Learning Target: “I Can”

Name the various parts of the product mix and explain how each component works with the other parts of the marketing matrix. Utilize this information through the execution of a 3D programmed storyboard related to the product mix within sports/entertainment sector. Students will be able to manipulate objects, edit code, and add billboards within the Alice program.

Instruction Process

1. Choose your product/event. An example of a product is a concert, sporting event, sports drinks (Gatorade), clothing (Nike shoes, Millie Cyrus clothing line), anything that is entertainment or sports related.
2. Decide on which stage your product would fall within the product life cycle.
3. Determine how the other “P”s would react to your product’s stage in the life cycle.
4. Design/complete an Alice program that explains your found information and conclusions. The requirements for your program are as follows:
   a. Use a character to deliver your information and/or introduction to a slide; do not simply use words/text on the screen. This is not a power point presentation, but there will be slides used as billboards within the program.
   b. Create changes within each scene that include alterations to the character’s comments and the addition of a billboard (PowerPoint slide) within a scene that contains responses to questions from the worksheet.
   c. Incorporate 3D text at the end of the program that closes out the presentation.

Exit Slip

Online multiple choice quiz using Google Forms (created by teacher) which includes the various product components and how they work together.

Worksheets/Templates:

Pick up your Alice Teaches Product Mix Tutorial sheet.

You will find your “Start World” on the right column of this webpage link. STARTER WORLD

You will also find the worksheet at the following link for your product specific questions.

---

<table>
<thead>
<tr>
<th>Equipment/Programs/Information Needed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Computers/Tablets</td>
</tr>
<tr>
<td>Access to the Internet</td>
</tr>
<tr>
<td>Research the information needed to Discuss Marketing Mix and product’s role.</td>
</tr>
<tr>
<td>Access to 3D program – ALICE</td>
</tr>
</tbody>
</table>
INFORMATION NEEDED:

**Product/Service**

- What does the customer want from the product/service? What needs does it satisfy?
- What features does it have to meet these needs?
  - Are there any features you’ve missed out?
  - Are you including costly features that the customer won’t actually use?
- How and where will the customer use it?
- What does it look like? How will customers experience it?
- What size(s), color(s), and so on, should it be?
- What is it to be called?
- How is it branded?
- How is it differentiated versus your competitors?
- What is the most it can cost to provide, and still be sold sufficiently profitably? (See also Price, below).

**Product:** Product is the article which a manufacturer desires to sell in the open market. It is the first element in the marketing mix. The product mix includes the following variables.

a. Product line and range,

b. Style, shape, design, color, quality and other physical features of a product,

c. Packaging and labeling of a product,

d. Branding and trade mark given to the product,

e. Product innovation, and

f. Product servicing.

Managing product component involves product planning and development. Here, the decisions are required to be taken regarding product range, branding, packaging, labeling and other features of the product. The product manufactured for market should be as per the needs and expectations of consumers.

Product is the most powerful competing instrument in the hands of the marketing manager. It is the heart of whole marketing mix. If the product is not sound /attractive to the customers, no amount of sales promotion, appropriate channel selection or price reduction will help to achieve the marketing target. Hence, durability, quality, uses, etc. of the product are important from the marketing point of view.
Various Aspects of Product Decisions in Marketing: In the marketing process, various decisions regarding the product are required to be taken. Marketing will be easy and quick if the decisions taken on various aspects of a product are appropriate. All such decisions need to be taken by the marketing division of the Organization. Such decisions should be based on the current marketing environment, nature of market competition, consumer expectations, information available through marketing research and so on. Cooperation of other departments is also necessary in marketing decision-making.

Production or product is rightly treated as the heart of the marketing mix. Customers purchase a product because of its attributes, features, and benefits. These are the selling points of a product. They should be adjusted to the buying motives of consumers. A consumer/customer considers the total package of benefits available from the product and takes a decision to purchase the product. This suggests that various decisions regarding the product to be marketed need to be taken correctly. As a result, the product offered in the market will be a quality product. In addition, it will be utility oriented, attractive, convenient, property designed and branded. Even attractive packaging decision facilitates sales promotion.

The following aspects of a product need careful attention in marketing decision-making.

1. Product line and range,
2. Style, shape, design, color, quality, and other physical features of a product,
3. Packaging and labeling of a product,
4. Branding and trade mark given to a product,
5. Product servicing and channel of distribution.
6. Product pricing.
7. Guarantees and warranties of the product.
8. Product innovation.
9. Special features of the product from the marketing point of view.

Decisions on these aspects of a product are important as marketing is directly related to these aspects. Sales promotion measures will be useful but their role will be supplementary/supportive. Such measures may not be effective if the product to be marketed is not of standard quality or if the brand or package is not attractive or if the product is not as per the requirements/expectations of consumers. This suggests that decisions relating to product are important/crucial in the marketing of a product.