

I Can See the Four Ps of Marketing

Instructions

For this assignment you will write a product report focused on a single product of your choice.

1. Go to the store where your product is sold. This can be your local grocery store, Walmart, Target, or wherever your product is sold and displayed alongside competing brands and products. When selecting your product, keep in mind that in this assignment you will be analyzing the product based on the four Ps of marketing.
2. Gather the following information:
 - a. Name of product and company: Use the proper corporate name, not a nickname. (For example: Tide Pods by Proctor & Gamble.) Include a photo or link to the product's website.
 - b. Product description: Briefly describe the product you've selected along with any relevant history that led you to choose this product/brand.
 - c. Describe the key marketing strategies behind your selected product. Base your evaluation and report on what you can observe about how the four Ps are applied to the product you chose at the store.
 - i. **Product:** Describe the want or need your product addresses.
 - ii. **Placement:** Describe the physical location of the product among its closest competitors (a quick picture of the shelf would tell a good story!), and describe what this placement says about the marketing strategy.
 - iii. **Pricing:** Describe the pricing strategy. A good description would include observations about the closest competitive product and its relative pricing.
 - iv. **Promotion:** Describe how the product is being promoted. You could include any obvious physical/in-store promotions seen on the shelf, as well as flyers, coupons, social media, online advertising, etc.

- v. **Other factors:** You might notice other important factors about your product that lie outside the four Ps. You can include them in your report here. One example might be a unique distribution system for your product.

Rubric

	Excellent	Good	Fair	Inadequate
Writing and Communication	Superior grammar, structure and organization with no typos	Good grammar, structure, and organization with few typos	Poor grammar and/or some typos resulting in weak communication	Lack of clarity, grammar is confusing, and/or many typos resulting in poor presentation of thinking
Understanding	Submission is comprehensive and detailed	Submission is relevant but not comprehensive	Demonstrates limited or superficial understanding of the concepts underlying the assignment	Demonstrates no or minimal awareness of the concepts underlying the assignment
Application and Analysis	Demonstrates outstanding ability to synthesize concepts, relates theory to practice, and uses a wide range of supporting evidence	Demonstrates the ability to analyze and synthesize, making use of relevant supporting evidence	Demonstrates limited analysis and some use of supporting evidence	Does not use critical analysis and/or fails to use supporting evidence

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