7 Functions of Marketing Power Point Project

(100 Pts)

All of the marketing activities that you encounter daily can be classified into seven functions of marketing. Successful companies must understand and utilize each of the Functions of Marketing to ensure success.

**Instructions**:

For this project, select a popular sports or entertainment facility, restaurant, sporting goods company, hotel, or retail store in Northwest Arkansas or your surrounding community and demonstrate how it uses the seven functions of Marketing. Thoroughly describe each function and how it’s used by the company.

**Activity:**

Create a Power point or Prezi about the 7 functions of Marketing.

1. The title slide will say:- “7 Functions of Marketing for (name of business)”.
2. Include a slide for the logo or store Marquee (sign outside of store) and include 3 different pictures of the company’s products.
3. Create a slide for each of the 7 functions of marketing, describing how the business uses them.
4. You will present your final product to the class.
5. Presentation counts toward your final grade.
6. See the grading rubric at the bottom of this page.

You must include the following at a minimum:

1. **Product/Service Management**: Identify 3 different products your chosen company sells. Identify at least one product that they have changed/improved in the last year. What did they do, how was the product improved or changed?
2. **Pricing:** Identify the prices for the 3 products identified above. Include any information on sales price. What is the original price and how much is it on sale for?
3. **Distribution:** Explain how customers receive their products. Does the company distribute in more than one way? How does the company get their products to their customers?
4. **Promotion:** Identify one current sales promotion that they have going on right now. Identify an addition form of promotion that the store is doing. (customer reward program, tie in, sponsorship)
5. **Marketing Information Management:** Identify two ways that the company can get customers satisfaction data from customers. Does the company use social media to gain customer information? What types? (Facebook, Twitter, Tumblr, Pinterest, etc) Identify three questions you would ask a customer to help you gain feedback on the products the company offers.
6. **Selling:** Describe the ways the company sells its products. Stores, online, etc.
7. **Financing:** Explain the forms of payment the company accepts from its customers.

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| **Title slide** | **1** |  |
| **Marquee/logo slide** | 1 |  |
| **At least 3 pictures** | 3 |  |
| **7 functions (5 pts. each)** | 35 |  |
| Total Points | 40 |  |