

Summary

4.6 The Extended Marketing Mix of Seven P's (HL)

Subject	Year	Start date	Duration
Business Management	IB2	Week 4, October	1 week 2 hours

Course Part

Unit 4 Marketing

Description

By the end of this Subtopic 4.6 - The extended marketing mix, you should be able to:

- Evaluate the importance of employee–customer relationships in marketing a service and cultural variation in these relationships.
- Discuss the importance of delivery processes in marketing a service, and changes in these processes.
- Evaluate the importance of tangible physical evidence in marketing a service.
- Explain the 7Ps model in a service-based market.

Inquiry & Purpose

Inquiry / Higher Order Questions

Type	Inquiry Questions
Content-based	Is it possible to measure brand loyalty?

Curriculum

Aims

Develop in the student the capacity to identify, to analyse critically and to evaluate theories, concepts and arguments about the nature and activities of the individual and society

Objectives

Demonstrate synthesis and evaluation of
business decisions, formulating recommendations

Syllabus Content

Unit 4: Marketing

4.6 The extended marketing mix of seven Ps (HL only)

IB DP IB Business Management (IB2)

People

The importance of employee–customer relationships in marketing a service and cultural variation in these relationships

Processes

The importance of delivery processes in marketing mix a service and changes in these processes

Physical evidence

The importance of tangible physical evidence in marketing a service

The seven Ps model in a service-based market

 Concepts

Innovation

Incremental or radical improvements to a business idea, or the generation of new ideas in relation to a final product, service or process, are the result of internal or external influences. For many business organizations, a key challenge is bringing in "the new" and managing the process of improvement in a sustainable way.

 ATL Skills

 Approaches to Learning



Social

- In this unit, we will
 - allocate, or ask students to allocate among themselves, different roles in a classroom discussion or activity
 - provide an opportunity for students to analyse the impact of their behaviour on the class or on a group performance



Self-management

- In this unit, we will
 - model positive skills and behaviours such as being well organized and punctual
 - create an atmosphere where students do not think they have to get everything right first time

 Developing IB Learners

 Learner Profile



Caring



Balanced