**NAME(S):………………………………………………………………………………………**

1. **product (service) as a part of marketing mix “7PS”**

***This activity is designed to explore how you and your fellow students perceive the role and perception of marketing.***

This activity introduces you to two frameworks that help us to understand how managers can market their services.

**If you need more information regarding this topic, see and read the chapter no. 1, pages 3 – 20:**

[**https://books.google.cz/books?id=EcoQEAAAQBAJ&printsec=frontcover&dq=fundamentals+of+marketing+baines&hl=cs&sa=X&redir\_esc=y#v=onepage&q=fundamentals%20of%20marketing%20baines&f=false**](https://books.google.cz/books?id=EcoQEAAAQBAJ&printsec=frontcover&dq=fundamentals+of+marketing+baines&hl=cs&sa=X&redir_esc=y%23v=onepage&q=fundamentals%20of%20marketing%20baines&f=false)



**ACTIVITY/TASK**

* The extent of your answer is not limited.
* Choose a restaurant/fast food you have been to recently and apply the components of Boom & Bitner’s (1981) 7Ps to this service offering.

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| --- | --- | --- |
| **7Ps** | **Questions** | **Your answer** |
| **Product** | What is the service? |  |
| **Price** | How much does the food cost? |  |
| **Place** | Where can you purchase the food from? |  |
| **Marketing communication (promotion)** | How is the food promoted? |  |
| **Physical evidence** | What part of the service could you see, touch, taste and so on? |  |
| **Process** | How satisfied were you with how the service was provided? |  |
| **People** | How satisfied were you with the people involved in providing the service? |  |
| **Marketing exchange processes** | What sort of exchange is taking place? |  |
| **Target market** | Who are customers/consumers? What are their demographic, geographic and behavioural characteristics? |  |
| **What are the differences and similarities between a good and a service?**  |  |