

# 7 Functions of Marketing Project

Marketing Essentials/ Individual project  
Worth 40 points

**Due:**

All of the marketing activities that you encounter daily can be classified into the 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 restaurant or retail store and research how it uses each of the 7-Functions of Marketing. Include 2-3 sentences describing each function and how it's used by the company.

**Activity-** Type a 1-2 page report (1.5 spacing) about the companies 7 functions of Marketing. At the top title- 7 Functions of Marketing for (Name of Business). Next, include a small picture of Store Marquee (Sign outside of store). Must bold each of the 7 functions of marketing in your typed report. **Save in drop box as: class hour/your last name \_ /Title of project**

**EX: 1 smith\_7Functions**

They include each of the following:

1. **Distribution-** Explain how customers pick-up there products. Does the company distribute more than one way- Ex: restaurant (eat-in, take-out, drive-thru)
2. **Financing-** Explain the forms of payment the company accept from its customers. Ex: cash, credit card (list them), layaway, financing.
3. **Marketing Information Management-** Also known as marketing research to make important business decisions. Identify 3 questions you would ask a customer about your companies products to help the company improve its product line or improve customer service.
4. **Selling-** Providing customers with goods and services to sell. Identify 12 products your chosen company sells. (combine steps 4 & 5)
5. **Pricing-** Decisions about how much to charge for goods and services. For this step simply add the prices to the products selected in the selling function. (example below)

Egg McMuffin	\$1.99	Big Mac	\$2.50	Milkshake	\$2.50
Sausage mcmuffin	\$1.99	Hamburger	.99	Smoothie	\$2.50
Orange juice	\$2.50	Fish sandwich	\$2.50	Salad	
Coffee	\$1.50	Quarter pounder	\$3.25	French fries	\$1.25

6. **Product/Service Management-** Is obtaining, developing, maintaining, and improving a product to make it more competitive in the market. Identify two products the company has changed or improved over time and why.
7. **Promotion-** To inform, persuade, or remind customers about your product. Explain the stores "customer reward" program. This is a form of advertising to entice customers to spend \$ at your store; by doing so they get points to redeem for future rewards- free appetizer.

**Include 3 pictures of your company's products at the bottom of your typed report.**