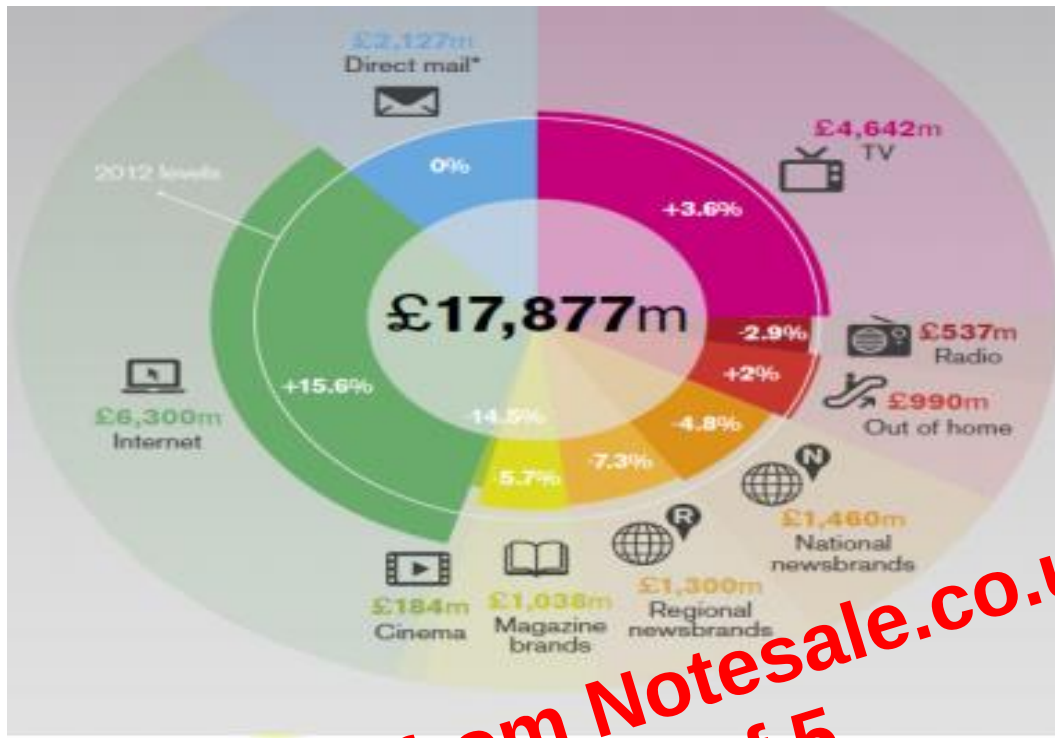


Lecture 4

REMEMBER: The marketing mix (7Ps) you can control all Ps.

UK 2013, £17.877 billion spent on advertisement. Main expenditure is in internet & direct mail. Growth of mobile advertising.



Sales promotion: Encouraging sales through discounts and price cuts