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The large organisation I have chosen for this assignment is TK Maxx. The products they offer include a wide variety of different foods, and their services involve assisting customers on what products they want and serving at checkout counters to support their consumer's choice of purchase. They use the promotional mix to increase the popularity of their goods, which helps raises their services and prices. It would also assist with possible business within the industry as it would aid their plans to attract newer and business customers, and promote their future goods and services for potential customers.

The university I have chosen for this assignment is Coventry University. The products they offer would consist of stationary to help those students in need of them for their work, and their services involve staff informing, catering and teaching students. Coventry uses the promotional mix to also help raise the reputation of their business by increasing the amount of services they provide to their pupils and their parents. Not only will Coventry learn more from their methods, it will also attract more people and even staff to join them. The decisions they make will also give good stability to the industry because of what they have earned.

The product I have chosen for TK Maxx is a new leather jacket. The company uses methods such as advertising and publicity where they promote their design product through their website, with television adverts, radio broadcasting and possibly bill boards. They would also use public relations in order to communicate with their stakeholders through their customers. Staff would discuss with them whilst they visit, and the good relations they have will improve their popularity with consumers. Another would be sales promotion, where TK Maxx sells their goods to their customers by giving out suitable prices that more people would prefer to purchase from. One more would be direct marketing, with them using direct sales with customers through the phone, or at the till of the store to discuss the supply and endorsement of the jacket between the consumer and marketer directly.

The service I have chosen for Coventry University is to provide information to new applicants of parents and pupils. This business uses methods such as sponsorship, with them using events which display the information of what they can provide, which can gain peoples and pupils interest. Another would be personal selling, with them using them communicating with parents and pupils through special talks, phone and e – mail with parents or pupils. One more would be exhibitions, which they form with their applicants who want to go there, their staff and management, which would show the options they provide, as well as go to colleges in careers fairs.