

Do We Use the 4Ps or the 7Ps?

Introduction

The standard marketing mix consists of the 4Ps of:

- Product
- Price
- Place
- Promotion

These marketing mix elements were originally structured by McCarthy in 1960 and the model is still a mainstay of marketing tactics today. However, as developed economies evolved from primarily manufacturing-based to services-based, the 4Ps was expanded to the 7Ps, which provided an improved approach for services marketing tactics.

The 7Ps marketing mix includes the above 4Ps, but adds the extra Ps of:

- People (or sometimes referred to as participants)
- Process
- Physical evidence

Your Task

Review the following list of products and identify whether they are more suited to using the 4P's marketing mix OR the 7P's marketing mix?

	List of Products	Use the 4Ps OR the 7Ps Marketing Mix
1	Chocolate chip cookies	
2	An accounting firm	
3	Air travel	
4	A restaurant	
5	A hotel chain	
6	A haircut	
7	A university course	
8	An organized fun run	
9	A can of Pepsi	
10	A supermarket	
11	The Red Cross (charity)	
12	An art gallery	
13	Going to see a movie (cinema)	
14	Snow skiing at a resort	
15	A smart phone	