

LEARNING THE 7 Ps OF MARKETING

by

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What are the “7 Ps” of Marketing? **Product, Pricing, Place, Promotion, People, Process and Physical Evidence.**

What does each of these “Ps” **really** mean? What are the “Traditional Ps” of Marketing ... and what are the “New Ps” of Marketing? How do each of these “Ps” work in today’s business? How do you define your “Product”? What factors affect your pricing ... especially if your product is “Service”? What is the best “Place” for delivering your product? Does it make a difference if your product is “Service”? What determines how much you need to “Promote” your product? How do these 7 Ps link into your Customer Satisfaction, Dissatisfaction and Delight? How can you use these 7 Ps to design your own Marketing Plan?

Learning Objectives

In this session you will learn ...

- The 7 Ps of Marketing
- How each of these “Ps” work
- How to design your own Marketing Plan

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- I. WHAT ARE THE 7 Ps OF MARKETING?**
 - A. Product**
 - B. Pricing**
 - C. Place**
 - D. Promotion**
 - E. People**
 - F. Process**
 - G. Physical Evidence**
- II. WHAT ARE THE 4 TRADITIONAL Ps OF MARKETING?**
 - A. Product**
 - B. Pricing**
 - C. Place**
 - D. Promotion**
- III. WHAT ARE THE 3 NEW Ps OF MARKETING?**
 - A. People**
 - B. Process**
 - C. Physical Evidence**
- IV. HOW DO YOU DEFINE YOUR “PRODUCT”?**
 - A. Considerations if your product is tangible**
 - B. Considerations if your product is service**
- V. HOW DO YOU DETERMINE “PRICE”?**
 - A. Considerations in determining your price**
 - B. How will this differ if your product is tangible**
 - C. Considerations if your product is service**

- VI. HOW DO YOU DEFINE YOUR “PLACE”?
 - A. Considerations if your product is tangible
 - B. Considerations if your product is service
- VII. HOW WILL YOU “PROMOTE” YOUR PRODUCT?
 - A. Considerations if your product is tangible
 - B. Considerations if your product is service
- VIII. WHICH “PEOPLE” WILL BE DELIVERING YOUR PRODUCT?
 - A. Considerations if your product is tangible
 - B. Considerations if your product is service
- IX. WHAT “PROCESS” WILL BE USED TO DELIVER YOUR PRODUCT?
 - A. Considerations if your product is tangible
 - B. Considerations if your product is service
- X. WHICH “PHYSICAL EVIDENCE” WILL BE USED TO DETERMINE IF YOUR EFFORTS ARE SUCCESSFUL?
 - A. Considerations if your product is tangible
 - B. Considerations if your product is service
- XI. DESIGNING YOUR MARKETING PLAN EXERCISE

TOTAL INSTRUCTION TIME: 3 HOURS



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One of Business First Magazine's "20 People To Know In HR"

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Scott travels the country presenting his various programs, including his ["The Skills of Tolerance," "Bullying and Healing The Human Brain," "The 7 Myths & 7 Skills of Strategic HR," "Let's Bully The Oddball! Preventing All Forms of Bullying & Harassment In The Workplace" and "Emotional Intelligence For Humans."](#)

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Scott Warrick specializes in working with organizations to *prevent* employment law problems from happening while improving employee relations. Scott uses his unique background of **LAW** and **HUMAN RESOURCES** to help organizations get where they want to go.

Scott's academic background and awards include:

- Capital University College of Law (Class Valedictorian (1st out of 233))
- Master of Labor & Human Resources and B.A. in Organizational Communication: The Ohio State University
- The Human Resource Association of Central Ohio's Linda Kerns Award for Outstanding Creativity in the Field of Human Resource Management and the Ohio State Human Resource Council's David Prize for Creativity in Human Resource Management

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