



Kotler's 4Ps of Marketing

LEAD Key Models

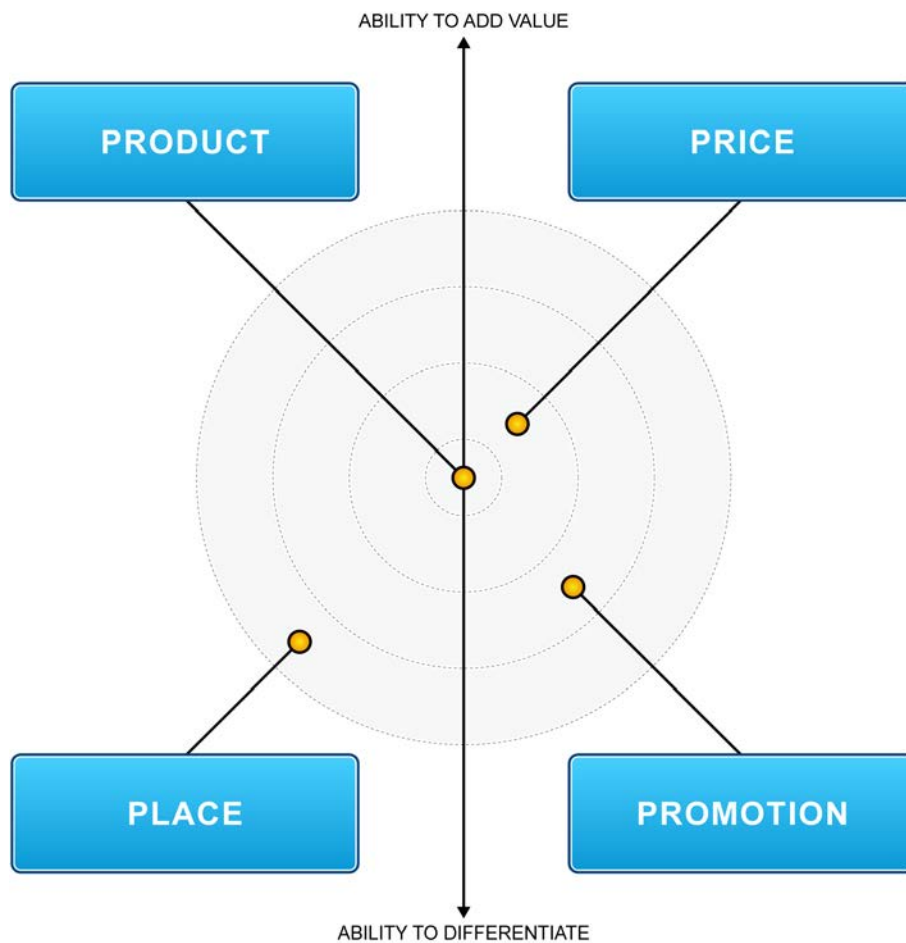


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Kotler's 4Ps of Marketing

Also referred to as Kotler's Marketing Mix.



Source: Philip Kotler

THE WAY OF THINKING - WHY (Reason) & WHITHER (Goal)

The idea behind the 4 P's of Marketing is to describe the strategic position of a product in the marketplace. It's being used as a tactical toolkit that an organization can use as an integral part of its marketing strategy to define its corporate strategy.

Product - A product is seen as an item that satisfies what a consumer needs or wants. It is a tangible good or an intangible service. Intangible products are service based like the tourism industry, the hotel industry and the financial industry. Tangible products are those that have an independent physical existence.

Price - The price is the amount a customer pays for the product. The price is very important as it determines the company's profit and hence, survival. Adjusting the price has a profound impact on the marketing strategy, and depending on the price elasticity of the product, often it will affect the demand and sales as well. The marketer should set a price that complements the other elements of the marketing mix.

Promotion - represents all of the methods of communication that a marketer may use to provide information to different parties about the product. Promotion comprises elements such as advertising, public relations, personal selling and sales promotion.

Place - refers to providing the product at a place, which is convenient for consumers to access. Place is synonymous with distribution. Various strategies such as intensive distribution, selective distribution, exclusive distribution and franchising can be used by the marketer to complement the other aspects of the marketing mix.

THE WAY OF WORKING - WHAT (Context) & WHENCE (Source)

In the context of the 4P's of Marketing and the Way of Working, one can use the model by a few steps:

- 1. Research** – research and gather information that matches the needs of the customers in the target market. The information should be mapped into *product decisions, distribution decisions, promotion decisions and price decision*.
- 2. Analyse** – analyzing the variables and determine the best possible marketing mix. This consists of both satisfying the customers and maximizing the company's profitability. This is done by making decisions concerning the issues in the following categories; *Product, Place, Promotion, Price*.
- 3. Check** – To continue effectiveness of the marketing mix, one has to monitor and have a continuous evaluation of the situation.



Details around Kotler’s 4Ps of Marketing needed for the Way of Modelling:

Business Level		Business Area		Relevant Meta Object	
	Strategic Level	X	Strategy	X	Strategy
X	Tactical Level		Organization	X	Product
	Operational Level		Finance	X	Location
			Governance	X	Business Channel
		X	Marketing & Sales	X	Service Channel
			Operations & Production		
		X	Supply Chain & Procurement		
		X	Business Innovation		
		X	Business Transformation & Change Management		
			Technology		
			Human Resource Management		
			Leadership		

X = Primary

(x)=Secondary

A=Advanced enhancements to the model

How fits Enterprise Architecture:

While Kotler’s 4Ps of Marketing can fit nearly all the enterprise layers e.g. Business, Information Systems, Technology, the discipline is a business layer concept with the sub-layer: application. It relates to the most to the competency layer with the focus on the organization i.e. enterprise, organizational units, areas, groups and functions. The Kotler’s 4Ps of Marketing could also be used for a specific enterprise capability, location or resource.

COMBINATIONS to other models (artefacts)

The Kotler’s 4Ps of Marketing artefact can be used in the combination of the following other concepts, models/artefacts:

- Forces & Drivers Matrix
- Vision, Mission & Goal Matrix
- Requirement Matrix
- Stakeholder Matrix
- Strategy Model
- Integrated Planning Model

- Value Model
- Balanced Scorecard
- Performance Model
- Measurement & Reporting Model
- Competency Canvas
- Business Model
- Revenue Model
- Cost Model
- Operating Model
- Information Model
- Role Model
- Owner Model
- Organizational Chart Model
- Object Matrix
- Workflow Matrix
- Rule Model
- Risk Matrix
- Security Matrix
- Case Matrix
- Channel Model
- Media Model
- Process Matrix
- BPM Notations Model
- Service Model
- Application Matrix
- Application Service Matrix
- Application Roles Matrix
- System Measurements/Reporting Model
- Compliance Matrix
- Data Matrix
- Data Service Matrix
- Platform Matrix
- Platform Service Matrix
- Platform Rules Matrix
- Platform Distribution Model
- Infrastructure Model
- Infrastructure Service Model
- Infrastructure Rules Matrix
- Virtualization Model
- High Availability Model

INDUSTRY FOCUS

The Kotler's 4Ps of Marketing artefact can be used **across all industries.**



Relevant Roles

The Kotler's 4Ps of Marketing artefact is relevant for all roles that are involved with strategy; among others these are the following roles:

Executive Roles

- CEO – Chief Executive Officer
- CSO – Chief Strategy Officer
- CMO – Chief Marketing Officer
- CINO – Chief Innovation Officer

Subject Matter Expert Roles

- Strategy eXpert
- Business Architect
- Business Analyst

REFERENCE MATERIAL

http://www.12manage.com/methods_marketing_mix.html

http://en.wikipedia.org/wiki/Marketing_mix

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