7 Functions of Marketing Project
(100 Pts)

All of the marketing activities that you encounter daily can be classified into seven functions of marketing. Successful companies must understand and utilize each of the Functions of Marketing to ensure success.

**Instructions**: For this project, select a popular restaurant or retail store in this area and research how it uses the seven functions of Marketing. Thoroughly describe each function and how it’s used by the company.

**Activity:** Poster about the companies 7 functions of Marketing. At the top title- 7 Functions of Marketing for (name of business). Next, include a small picture of the Store Marquee (sign outside of store) and include 3 pictures of your company’s products. Bold each of the 7 functions in your poster. Put your name on the back.

Note: If you have good handwriting you may write the information on your poster. If you do not, you will need to type and print the information. Your posters should be clean and neatly laid out.

You must include the following at a minimum:

1. **Product/Service Management**: Identify 12 products your company sells. Identify the last product they added to their menus or identify 1 product that they have changed/improved in the last year. What did they do, how was the product improved or changed? (You may combine #1 and #2 into a table)
2. **Pricing:** Identify the prices for the 13 products identified above.
3. **Distribution:** Explain how customers receive their products. Does the company distribute in more than one way?
4. **Promotion:** Identify one current in sales promotion that they have going on right now. Identify an additional form of promotion that the store is doing. (customer reward program, tie in, sponsorship)
5. **Marketing Information Management:** Identify two ways that the company can get customers satisfaction data from customers. Identify three questions you would ask a customer to help you gain feedback on the products your restaurant offers.
6. **Selling:** Describe the employees who are involved in the selling of the products.
7. **Financing:** Explain the forms of payment the company accepts from its customers.

|  |  |  |
| --- | --- | --- |
| Titled Correctly | 1 |  |
| Marquee | 1 |  |
| At least 3 pictures | 3 |  |
| 7 functions | 70 |  |
| Neat and clean | 25 |  |
| **Total Points** | 100 |  |