

3.01 Classifying Marketing Functions

In the chart below, classify each activity by identifying to which marketing category the function belongs. Remember that the marketing categories are Product, Place, Price, and Promotion (the 4 P's of Marketing).

Activity	Marketing Function
The Gap has created a new pop-up advertisement to introduce their new line of khakis	
Apple Computer decided to create and sell the new iPhone.	
Janet owns two McDonald's restaurants and has decided to open another restaurant in a new mall	
When the Nintendo Wii was introduced into the marketplace, the consumer cost for and Xbox was greatly reduced.	
Paco's Pizza decided to sell its pizza and pasta through a website as well as in their current restaurant.	
During the two weeks before Christmas, Target and Walmart both mailed fliers to advertise holiday sales.	
Ford Motor Company decided to update the Mustang since sales in the 1960s had been so good	
At the end of the calendar year, the Honda dealer slashes the consumer cost of a new car to help reduce the amount of inventory.	
J.C. Penney runs newspaper advertisements every weekend to help increase sales.	
After many teens ran up large cell phone bills, most cell phone companies decided to offer pre-paid cell phone service plans.	
Best Buy is offering one year repair and technical support in their warranty on all laptop computers purchased from their store.	
Food Lion has contracted with a contract carrier to deliver its inventory from the warehouse to the local stores.	
Macy's has an image based on the superiority of their products	
Phil's Plumbing Supply Company will offer a cash discount to their customers who pay their bill before the due date	
Cracker Barrel has to obtain exclusive rights to sell the Yankee Candle brand in their country stores.	
Lowes is offering a no interest for 12 months on appliances costing \$399 or more.	