

# 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?

**Approved for 3 hours of SHRM and HRCI Business Credits.**

## **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"*

*CEO Magazine's 2008 Human Resources "Superstar"*

*Nationally Certified Emotional Intelligence Counselor*

**2012, 2010, 2008, 2007, 2006 and 2003 SHRM National Diversity Conference Presenter**

Scott Warrick combines the areas of law and human resources to assist organizations in **"Solving Employee Problems BEFORE They Happen."** Scott uses his unique background of **LAW** and **HUMAN RESOURCES** to help organizations get where they want to go, which includes coaching and training managers and employees in his own unique, practical, entertaining and humorous style.

[Scott Trains Managers and Employees ON-SITE in over 50 topics](#)

Scott's book,

["The Human Resource Professional's Complete Guide To Federal Employment And Labor Law,"](#)

is a favorite among HR professionals and students.

**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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