

The Marketing Mix

MOVIE EDITION

A Comprehensive Lesson on the 4Ps of Marketing Mix

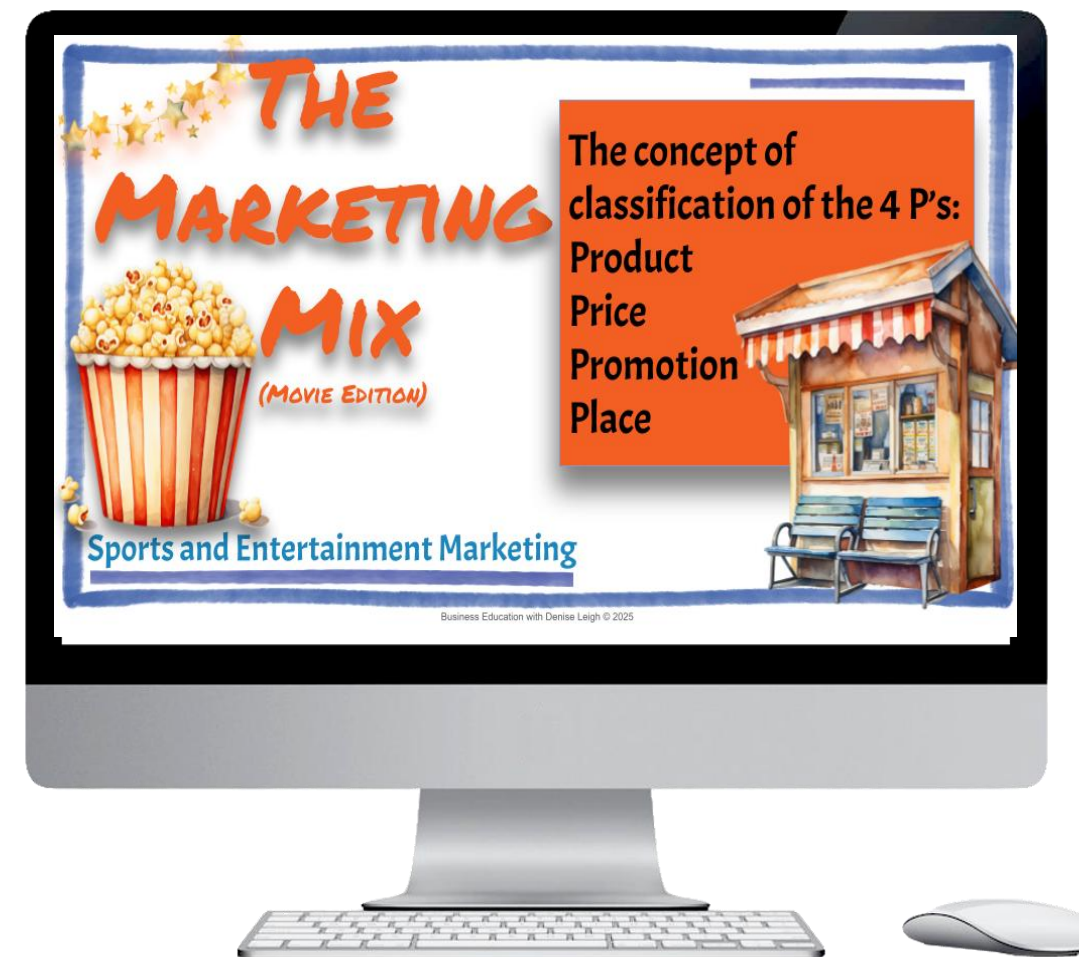
Use as an Introduction, Review, or an Assessment

Also, GREAT for a Sub Day or Remote Learning Day

NO PREP!

SAVES YOU TIME!

BUSINESS EDUCATION WITH *Denise Leigh*



NO PREP Lesson & Activity

- ✔ Introduces the 4Ps of the Marketing Mix
- ✔ Students complete a Marketing Mix for **THREE** different theater business scenarios.

Use as an
Introduction,
Review, or an
Assessment!



NO PREP! 9 Slides

THE MARKETING MIX (MOVIE EDITION)

The concept of classification of the 4 P's:
 Product
 Price
 Promotion
 Place

Sports and Entertainment Marketing

Marketing Mix

Product

- Functionality
- Brand
- Packaging
- Services

Price

- List Price
- Discounts
- Bundling
- Credit Terms

Promotion

- Advertising
- Sales Force
- Publicity
- Sales Promotion

Place

- Channel
- Inventory
- Logistics
- Distribution

Prime Theater

Prime Theater is an old theater that shows discounted movies that have been out for a while. It is cozy and has a rich history in the small town where it is located. Movies are always \$5.00 and that price appeals to senior citizens on a fixed budget. Since there are so many elderly people who patronize the theater, the concession stand has snacks that appeal to that older crowd. They advertise in the newspaper and post flyers at the senior citizens center.

Marketing Mix for Prime Theater

Product	Movie Tickets and concessions
Price	\$5.00
Place	Prime Theater
Promotion	Newspaper and flyers

Gravity Theater

Gravity Theater is a new state of the art movie theater that has the best theater seats and concessions. The theater seats are heated and have massage controls and fully recline. The concessions are large portions and are all made of the high quality ingredients. They are \$10.00. The owner hopes to attract teens to go to this theater because of the modern atmosphere and the arcade in the concession area. Gravity Theater management has an active social media presence on Instagram, Snapchat, and TikTok.

Complete a Marketing Mix for Gravity Theater

Product	
Price	
Place	
Promotion	

Sundown Theater

Sundown Theater is a family-owned movie theater that has been operated by the Downey family since 1958. Most of the movie-goers who patronize this theater grew up going to that theater with their families and take their young families there to see movies as well. They cater to families and charge by the car. It is \$35 a car. They have wait staff who come to your car to take food orders and deliver right to your door. They also have a playground that is well lit for kids so they don't get bored with the movie. They have a billboard along side of the highway that has been there for years. They also advertise their featured movies and events on social media.

Complete a Marketing Mix for Sundown Theater

Product	
Price	
Place	
Promotion	

Complete the Marketing Mix for a movie theater in your city or county. Use the graphic below to help you be as comprehensive as possible.

Product	
Price	
Place	
Promotion	

Google Slides or **easily** convert to Microsoft PowerPoint

A Lesson
from the
1st SEM Unit
—
Foundations
of Marketing

Sports & Entertainment Marketing

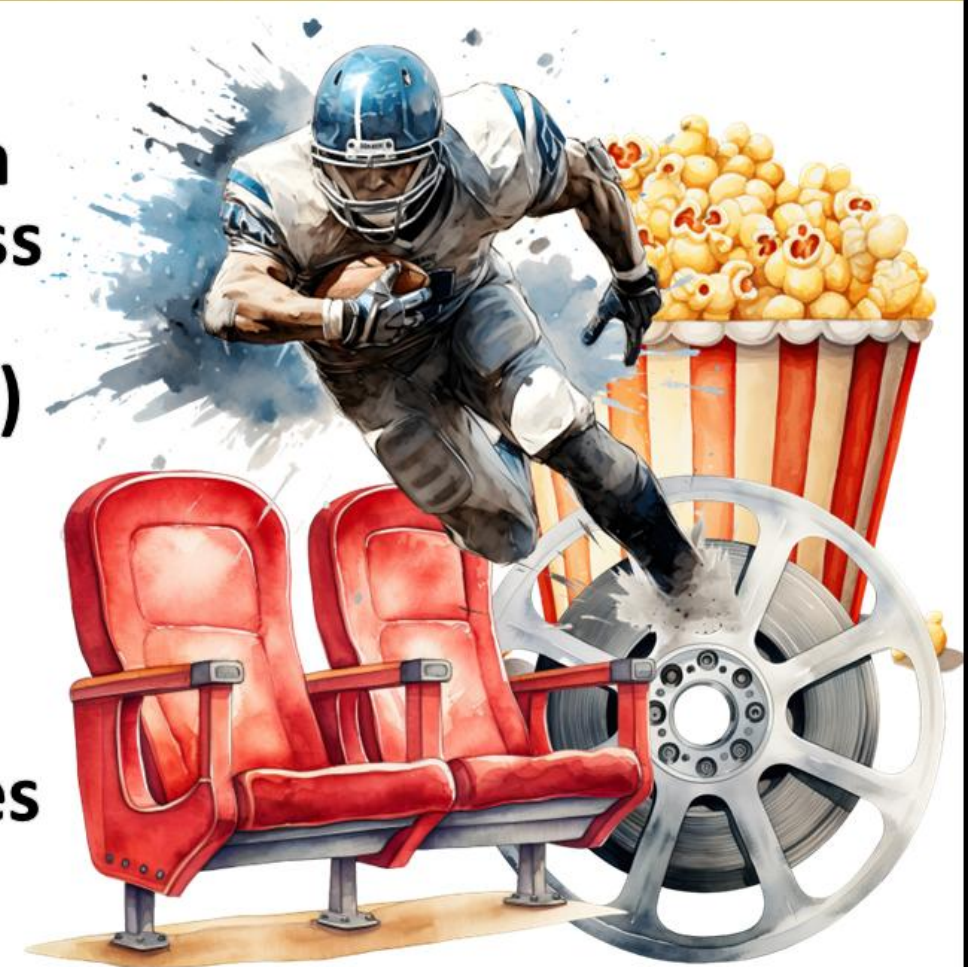
FULL SEMESTER COURSE

A FULL Semester
Course aligned with
the National Business
Education
Association's (NBEA)
Standards

Includes a
Lesson Library
to make the activities
Easy-to-Find

NO PREP!

BUSINESS EDUCATION WITH *Denise Leigh*



Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

