

4.5 The Four Ps – Promotion



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4.5 THE FOUR PS – PROMOTION: ASSESSMENT

Read the case study below and answer the questions that follow.

PROMOTING GOLF EQUIPMENT



She will never make par with a swing like that

Penang Golf Kit Ltd produces golfing equipment. The product range includes clubs, bags, golfing shoes and other clothing. Sales have grown steadily in recent years, but no more rapidly than the overall market expansion of golf and golfing equipment. The firm's products are well known for their quality and relatively high prices.

Promotion has certainly changed across the years. While sponsorship is still a major part of the promotional mix, with the company sponsoring one of the major championship each year and three famous golfers (one male, one female and one senior 'masters' player). This helps provide some public relations exposure when golf is being

televised. A limited amount of advertising is paid for in the country's best-known golfing magazine.

Penang Golf Kit Ltd, like many of its competitors, has embraced technology in its marketing strategies. A young team deploys the latest digital technologies and the firm has strong social media marketing campaigns, and its sponsored golfers are contractually obligated to make

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Facebook and Twitter posts on its behalf. Promotional efforts have received big boosts as clever videos have gone viral, one receiving over 65 million 'hits' in two weeks.

The marketing department has noted that some of the brands associated with younger golfers have had good success with guerrilla marketing, and a team has been meeting regularly to see if this could be an effective promotional method for the firm. So far, there ideas have not been met with senior management approval.

Source: www.BusinessManagementIB.com

25 MARKS, 45 MINUTES

1. Explain the importance of having the right promotional mix **[4 marks]**
2. Distinguish between above-the-line and below-the-line promotion **[5 marks]**
3. Justify the use of guerrilla marketing as a promotional strategy **[7 marks]**
4. Discuss the impact of changing technology on promotional strategies at Penang Golf Kit Ltd **[9 marks]**