

# Marketing 101: The Fundamentals

## Marketing Mix Worksheet



The following worksheet is designed to help you define your target market and the five P's of marketing. Fill in the sections below.

<b>Target Market</b>
Define your target market
<b>Product</b>
Describe what you are offering to your target market, be it a tangible product or service
<b>Price</b>
List the amount you will charge for your product

## Placement

List the channels your product will go through to reach the customer

## Promotion

Describe how you will raise awareness with your target market

## Positioning

Describe where you will place the product in the mind of the consumer