

Grade 12 Business Studies: Marketing Study Guide

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Free Study Resources for South African Matric Learners

1. The Marketing Mix (7 Ps)

- Product: what is being sold; features, quality, branding, packaging, product lifecycle
- Price: pricing strategies; cost-plus, competitive, penetration, skimming, psychological
- Place (Distribution): channels to get product to consumer; direct, indirect, intensive, selective
- Promotion: communicating with target market; advertising, sales promotion, PR, personal selling
- People: staff who interact with customers; service quality
- Process: steps customer goes through; service delivery procedures
- Physical evidence: tangible proof of service quality; environment, uniforms, receipts

2. Market Research

- Primary research: collecting new data (surveys, interviews, observation, experiments)
- Secondary research: using existing data (company records, census data, industry reports)
- Qualitative: non-numerical insights (focus groups, in-depth interviews)
- Quantitative: numerical data (surveys with ratings, statistics)

3. Market Segmentation

Dividing the total market into smaller groups (segments) with similar needs.

- Geographic: by location (region, urban/rural, climate)
- Demographic: age, gender, income, education, occupation, family size
- Psychographic: lifestyle, values, personality, social class
- Behavioural: purchasing behaviour, brand loyalty, usage rate, benefits sought

4. Advertising Media

- Television: mass reach; expensive; visual and audio; good for emotional appeal
- Radio: large reach; cheaper than TV; audio only; good for local markets
- Print (newspaper/magazine): targeted audience; can include detail; some readers ignore ads
- Social media/Digital: targeted; measurable; interactive; growing rapidly in SA
- Outdoor (billboards): 24/7 visibility; limited message; good for brand awareness
- Direct mail: personalised; can be targeted; often ignored (junk mail)

5. Consumer Protection Act (CPA)

- Right to information: in plain language; truthful and not misleading
- Right to fair and honest dealing: no deceptive practices
- Right to fair value, good quality and safety
- Right to disclosure of information about suppliers
- Cooling-off period: 5 business days to cancel direct marketing contract
- Product liability: supplier liable for unsafe/defective products

TIP When asked to evaluate a promotional strategy, always link back to the target market and the 4/7 Ps. Consider cost-effectiveness and reach.