



Master 1 Marketing	3rd Lesson	Dr. GOURI M
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Digital media

Practice: Learning situation

- 1-Choose a real or virtual company.
- 2-Determine the nature of its 4Ps.
- 3-Explain how digital media impacts the 4ps of this company.

Indications	Answers
1.The name of the chosen company	Describe the product and its important features .Optional)
2.The mix marketing	
Product	Describe the product and its important features .Optional)
Price	Describe the product and its important features .Optional)
Distribution	Include distribution details that you find interesting. (Optional)
Communication	Include more details about the tools of communication used. (Optional)
3.How digital media impacts each element of mix marketing	
Digital media and the product	3.A- How digital media impacts the product
Digital media and the price	How digital media impacts the price
Digital media and the distribution	How digital media impacts the place
Digital media and the communication	How digital media impacts the promotion