

Playstation 3



**ASSIGN
BUSTER**

Every American is subjected to marketing every day, and it is the marketing structure that makes the products and services we purchase appealing to us.

The marketing firms use the four P's™ when dealing with various products and services: Price, Product, Place, and Promotion. Each of these items plays an important part in the marketing structure and how consumers make their purchases. The first P of the marketing mix, Price, is part of the company's marketing strategy that determines the price of the product or service being offered based on the cost of the materials needed and cost of labor that make the product. Pricing can determine the company's image in addition to the image of the product http://brianmoats.com/Portfolio/Playstation_3_marketing_plan.pdf