Marketing-Mix and the 4 P's

von Wolfgang K.A. Disch

Marketing-Mix

Der Begriff "Marketing Mix" wurde erstmals 1950 von Neil H. Borden, M.B.A., Professor of Advertising, Graduate School of Business Administration, Harvard University, in seinem Buch "Advertising - Text and Cases"\(^1\) auf Seite 164 benutzt.

1964 beschreibt Borden in einem Artikel "The Concept of the Marketing Mix", wie er zu dem Begriff "Marketing Mix" gekommen ist:\(^2\)

»... the phrase "marketing mix," which I began to use in my teaching and writing some 15 years ago. The phrase was suggested to me by a paragraph in a research bulletin on the management of marketing costs, written 1948 by my associate, Professor James Culliton. In this study of manufacturers’ marketing costs\(^3\) he described (p. 6)

»The business executive as a "decider," an "artist" – a "mixer of ingredients," who sometimes follows a recipe prepared by others, sometimes prepares his own recipe as he goes along, sometimes adapts a recipe to the ingredients immediately available, and sometimes experiments with or invents ingredients no one else has tried.«


\(^3\) James W. Culliton: The Management of Marketing Costs, Harvard University, Division of Research, Boston 1948, 166 Seiten
I liked his idea of calling a marketing executive a "mixer of ingredients," one who is constantly engaged in fashioning creatively a mix of marketing procedures and policies in his efforts to produce a profitable enterprise.«

The Four P’s

Bereits 1960 hatte E. Jerome McCarthy, Ph.D., Associate Professor of Marketing Management, University of Notre Dame, über "Development of a Marketing Mix" geschrieben und "The Four P’s" entwickelt.

In seinem Buch "Basic Marketing. A Managerial Approach""4 heißt es (Seite 45):

»Marketing management continually faces the same kinds of problems:
Consumer analysis
and analysis of the product, channels, promotion and pricing.

It may be helpful to think of the four variables which marketing managers can use as the four "P’s". The following diagram emphasizes their interrelationship and focus on consumers (C).«

In der 1964er Revised Edition seines Buches hat McCarthy in dem Diagramm das "C" nicht mehr als "consumers", sondern als "customers" definiert.

In den aktuellen Ausgaben unter dem erweiterten Buchtitel "Basic Marketing. A Global-Managerial Approach" (Autoren: E. Jerome McCarthy und William D. Perreault, Jr.) heißt es:
"The C stands for some specific customers – the target market."
