

Video Links

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| Intro to marketing | http://www.bbc.co.uk/learningzone/clips/a-short-introduction-to-market-research/10957.html |
| Advertising online | http://www.bbc.co.uk/learningzone/clips/advertising-online/11374.html |
| Branding | http://www.bbc.co.uk/learningzone/clips/branding-building-the-value/12269.html |
| Promotion | http://www.bbc.co.uk/learningzone/clips/business-strategy-promotion/12270.html |
| Brand Image | http://www.bbc.co.uk/learningzone/clips/creating-an-brand-image/12257.html |
| Mistakes in branding | http://www.bbc.co.uk/learningzone/clips/market-research-and-branding-mistakes/12258.html |
| Packaging | http://www.bbc.co.uk/learningzone/clips/packaging-in-the-food-industry/12271.html |
| Promotion and advertising | http://www.bbc.co.uk/learningzone/clips/short-introduction-to-promotion-and-advertising/10959.html |
| Price | http://www.bbc.co.uk/learningzone/clips/the-importance-of-price/11136.html |
| Marketing Mix | http://www.bbc.co.uk/learningzone/clips/the-marketing-mix/10958.html |
| Place | http://www.bbc.co.uk/programmes/b03ghgfj |

Other Resources

[Learning Marketing.Net](#)

[7 P's](#)

[Extended Marketing Mix \(slideshare\)](#)

[Business Case Studies](#)

Case Study

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|-----------------------------|---|
| Branding | http://businesscasestudies.co.uk/hmv-uk/building-on-a-brand/introduction.html |
| Product Portfolio | http://businesscasestudies.co.uk/portakabin/achieving-growth-through-product-development/introduction.html |
| Product life cycle | http://businesscasestudies.co.uk/asos-com/the-product-life-cycle-and-online-fashion/introduction.html |
| Extension Strategies | http://businesscasestudies.co.uk/nestle/injecting-new-life-into-the-product-life-cycle/injecting-new-life-into-a-brand.html |
| Pricing | http://businesscasestudies.co.uk/bryant-homes/pricing-the-product/introduction.html |
| Place | http://businesscasestudies.co.uk/amway/meeting-customers-needs-through-the-internet/amway.html |
| Marketing Mix | http://businesscasestudies.co.uk/aldi/creating-value-through-the-marketing-mix/introduction.html |
| Market Research | http://businesscasestudies.co.uk/kelloggs/new-products-from-market-research/introduction.html |
| Market Research | http://businesscasestudies.co.uk/first-direct/using-market-research-to-relaunch-a-brand/introduction.html |