Interactive technical note that defines the concept of Marketing Mix based on a specific learning model which breaks down the typical structure of the four Ps.

The student will work through the following sections of the technical note:

- Presentation
- Basic Concepts
- Development of the Marketing Mix
The section “Basic concepts” contextualizes the concepts of Market, Necessity and Quality.

This theoretical development includes different additional resources such as practical examples and videos by the author.
The section “Marketing Mix” shows the different elements of this model through examples.

This section is separated into three parts: an interactive graph (constructed as the analysis develops), theoretical development and a practical example (on which the analysis is based).