

UNIVERSITAS INTERNASIONAL BATAM

*Faculty of Economy
Department of Management
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APPLICATION OF MARKETING MIX (PRODUCT, PRICE, PLACE AND PROMOTION) ON LPK TRUE BEAUTY ACADEMY

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Abstract

The Job Training Report aims to analyze the problems experienced by True Beauty Academy where the company is engaged in providing training and beauty courses. Previously, this institution did not apply the right marketing mix strategy so that it became an important role for writers to design strategies.

The Job Training Program is conducted from the beginning of November to the end of February 2020. The first is carried out in the implementation of practical work, namely by conducting observations and interviews to analyze the problems and solutions needed by the institution and proceed with the design of a promotional mix method that suits the needs of the institution .

An effective strategy will have a positive impact on the institution so that it can help increase revenue. The results of this practical work have been applied through the promotional mix in the form of advertising and sales promotion at True Beauty Academy.

Keywords: Promotion mix/Marketing Mix, Advertising, Sales promotion.