



Senior High School

12

Activity Sheet in Principles of Marketing

**Quarter 1 – Week 1 and 2:
Principles of Marketing Goals
and Approaches
(ABM_PM11-Iab-1)**



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PRINCIPLES OF MARKETING, GOALS, & APPROACHES



LET US KNOW

What does the term marketing mean to you? Do you agree that marketing is selling? In this activity sheet, we will define and understand the broad concept of marketing . Discuss its principles and significance to the business operation . We will elicit an understanding of the goals an



LET US REVIEW

Use the E-Chart to define and expound Organization & Management and Economics.

Organization & Management

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ECONOMICS

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LET US STUDY

According to David Packard “Marketing is too important to be left only to marketing department”. We often associate marketing into personal selling or sales. Other claim that its advertising, branding, business development and public relation . Actually , all these concepts are truly related with marketing. Like in most business disciplines, marketing has its own principles and had its origin in economics. It borrowed concepts from the areas of sociology and psychology to explain the consumer’s behavior in purchasing decision. The principles evolve as the business rapidly change along with market needs.



Figure 1. Marketing Activities

Marketing involve various activities performed in an entity department. It entails a process that delivers benefit to customers, more than selling goods and services, and concepts. It comprises communication, distribution, pricing strategies, product development and build a long-term relationship that satisfy each party. It is a continuous creation of brand and promotes its product and services that brings value to business and its customer.

Universal Functions of Marketing / Marketing Activities

It has eight universal functions, divided into three categories





1. Exchange Functions (Buying and selling)
2. Physical Distribution (Transporting and storing)
3. Facilitating Functions (Standardization and grading, financing, risk taking and securing market information)

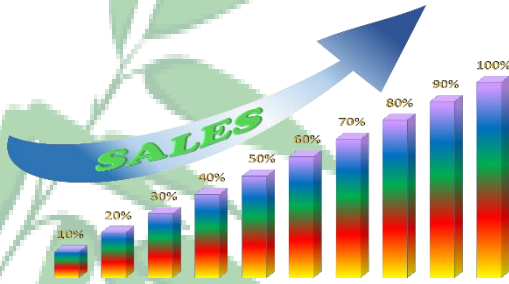
What is Marketing?

American Marketing Association define **Marketing** as the activity ,set of institutions and processes for creating, communicating, delivering, and exchanging offering that have value for customers, clients, partners, and society at large. Economist contributed the concept of utility the want- satisfying power of a good and services, marketing for its function is to create utility to its consumers.

FIVE TYPES OF MARKETING UTILITY

TYPE	DESCRIPTION	EXAMPLES	ORGANIZATIONAL FUNCTION RESPONSIBLE
Form	Conversion of raw materials and components into finished goods and services.	Gold into Jewelry, leather into bags, belt, shoes, and jacket . Mini size biscuits and upgraded features of gadgets.	Production
Time	Availability of goods and services when consumers want them.	Physician appointment, convenience store, 24/7 food delivery	Marketing
Place	Availability of goods and services at convenient locations	Government Satellite offices, Church at mall ,Bank branches, grocery stores	Marketing
Possession	Ability to transfer title to goods and services from marketer to buyer	Purchasing a home appliance, retail sales (in exchange for currency ,credit or debit card . leasing products rather than outright purchase.	Marketing
Task	Associated with a service firm, where the organization provides value through performing a task (delivering a service) for a consumer.	For example, a laundry service, childcare service, legal advice, and so on – all provide some form of service or undertake a task for the consumer.	Professional

Marketing Goals	
 <p>https://www.piqsels.com/en/public-domain-photo-zbxnj/download</p>	<p>Exchange refers to giving up something to receive something. Customers give up their money in exchange of satisfying their needs and want. However, it is not always monetary, exchange in marketing can take place through negotiations.</p>
 <p>https://pixabay.com/illustrations/marketing-label-badge-icon-3333917/</p>	<p>Building Brand Awareness marketing primary goal is to establish brand in the mind of their consumers which play a vital role in consumers decision in availing products or services. Brand must increase retention or recall of the brand to create brand awareness.</p> <ul style="list-style-type: none"> • Brand is a combination of logo or statement uses to distinguish a product or services. • Brand awareness is brand recognition of a potential customers.
 <p>https://pixabay.com/illustrations/avatar-clients-customers-icons-2191918/</p>	<p>Support High Sales Lead Volume is a marketing goal that focus on marketing to make the product and services appealing to its potential market and encourage them in availing the product.</p> <ul style="list-style-type: none"> • Lead Volume is the projected market share that converted into customers. • Sales Lead are the customers that is interested in product or services.
 <p>https://www.needpix.com/photo/download/1290594/ribbon-placement-victory-award-ceremony-icon-pictogram-1-number-1-one</p>	<p>Thought Leadership is a marketing goal technique that uses the expertise of people who can provide the best answers to customers' most challenging questions about product or services.</p>



<https://pixabay.com/illustrations/graph-chart-sales-increase-841606/>

Boosting Sales is a marketing goal to increase sales and company's profitability



<https://www.needpix.com/photo/download/281703/ball-about-cable-lan-connected-online-advertising-customer-family>

Increase Brand Engagement is a marketing goal is to maintain a lasting relationship with its customer. It is said that you have an effective brand management when a loyal customer switch to another brand and they feel unsatisfied. Marketing sets the mind of its customer that greatly affects its consumer behavior.



<https://pixabay.com/photos/marketing-customer-polaroid-center-2483867/>

MARKETING APPROACHES

TRADITIONAL MARKETING

Traditional marketing is an umbrella term that covers the wide array of advertising channels we see daily. These may include print media, billboard and TV advertising, flyer and poster campaigns and radio broadcast advertising.



<https://www.pxfuel.com/en/free-photo-emmac/download/1680x1050>

CONTEMPORARY / NON- TRADITIONAL MARKETING

Contemporary marketing theories include Co-Creation. This theory suggests creating a bridge between customer and business through gamification. A practical example would be attracting customers through social media content relevant to their needs or writing article blog posts that have useful information.

Co -creation is the process where brands and consumers work together to create, better ideas, products. While brands steer product innovation, customers are at the head of the table.



<https://www.pxfuel.com/en/search?q=advertising>

CATEGORIES OF NON-TRADITIONAL MARKETING

TYPE	DESCRIPTION	EXAMPLES
Person Marketing	Marketing efforts designed to cultivate the attention and preference of a target market toward a person.	<ul style="list-style-type: none"> KathNiel- Nescafe Creamy white Pia Wurtzbach & Catriona Gray- BDO (Brand Ambassadors)
Place Marketing	Marketing efforts designed to attract visitors to an area or place , improve consumers images of a city, state, or nation, and or attract new business	<ul style="list-style-type: none"> Bacolod City – “City of Smiles” Meycauayan National High School SHS – “Be the best, choose MNHS!” Philippines – “It’s more fun in the Philippines”

Cause Marketing	Identification and marketing of a social issue, cause, or idea to selected target marketing.	<ul style="list-style-type: none"> • Red Cross Donation Can in areas such as MRT, SM Cashier station or point of sale • Benefit Concert “One Night with Regine Velasquez” for the benefit of Bantay Bata
Event Marketing	Marketing of Sporting, Cultural and charitable activities to selected target markets	<ul style="list-style-type: none"> • Star Magic Ball • Trade Show / Wedding & Debut Expo • Fun Run • Cultural Dance Contest
Organization Marketing	Marketing efforts of mutual-benefit organizations, service organization that seeks to influence others to accept their goals, receive their services or contribute to them in some way.	<ul style="list-style-type: none"> • Philippine Red Cross • Bantay Bata 163 • Lingkod Kapamilya Foundation • Kapuso Foundation • DOH we heal as one campaign • Ang Probinsyano- Philippine National Police

Marketing is personal selling ?



What is your stand in this statement ? We often had a perception that marketing is selling. These two concepts confuse most of the marketing practitioner. A notion that these two concepts are synonymous in terms of its definition and activities. The matrix below summarizes the distinction between these two concepts in Principles of Marketing.

Marketing vs. Sales	
Marketing	Sales
Marketing as selling to a large group of people. Example. Advertising, direct mail and web-based are great examples of selling to a group of people.	Sales is more like personal
Marketing, boosts market awareness of a product and create strategy to influence buyer to purchase the product.	Selling means getting or influence a person or a company to pay for a product or services. Selling also ask for an order.
Marketing are back office or staff activity.	Selling is a line activity usually do the field work.
Marketing tend to be strategic.	Sales tend to be tactical.
Marketing is all into planning and guidance. It identifies group that appear to need the company's product	Sales personally deals with the prospect buyer within those groups that appear to need the company's product



LET US PRACTICE

Label the following marketing activities whether it is traditional or non- traditional.
Write your answer on separate sheet of paper.

- _____ 1. Print Ads such as brochures at fliers
- _____ 2. Radio Advertisement of tide bar
- _____ 3. Viral Marketing
- _____ 4. A postcard of products and services
- _____ 5. Telemarketing of globe telecom product
- _____ 6. Vlogging
- _____ 7. Digital Marketing
- _____ 8. TV ads commercial of shampoo
- _____ 9. Catriona Gray the new face of cream silk conditioner
- _____ 10. Milo fun run for a cause



LET US REMEMBER

- ✓ **Marketing** as the activity, set of institutions and processes for creating, communicating, delivering, and exchanging offering that have value for customers, clients, partners, and society at large.
- ✓ **Four types of marketing utility**
 - a) form,
 - b) time,
 - c) place
 - d) ownership
- ✓ **Marketing Goal**
 - a) Exchange,
 - b) Building Brand awareness
 - c) Support high sales lead volume
 - d) Thought leadership
 - e) Brand Engagement
- ✓ **Traditional marketing** is an umbrella term that covers the wide array of advertising channels we see daily. These may include print media, billboard and TV advertising, flyer and poster campaigns and radio broadcast advertising
- ✓ **Contemporary marketing theories** include Co-Creation. This theory suggests creating a bridge between customer and business through gamification. A practical example would be attracting customers through social media content relevant to their needs or writing article blog posts that have useful information.



LET US APPRECIATE

Watch the video link below, take note of the main differences between online or non-traditional marketing and traditional marketing. Take your stance by writing a position paper if you agree with the video presentation premise and give valid points to prove your arguments.



(<https://www.youtube.com/watch?v=d4aijRJFOq4>)

	5	3	1
	Outstanding	Average	Need Work
Content. Focus and ideas	Strong position and concrete and clear details.	Learners position paper was able to take a position with some turning point. Learners may try to cover necessary arguments but lack in concrete detail in areas.	Position paper with no clear turning point or purpose. Little attention to concrete detail
Organization. Flow of ideas and transitions	Skillfully structures the narrative into a beginning, middle, and end.	Clear arguments and position but beginning or ending may feel weak—not pulling the reader to believe in his or her position.	Lacks a clear ending or beginning. Jumps around in a way that is confusing or hard for the reader to follow.
Style. Sentence structure, wording, and tone.	Clear writing voice, smoothly worded sentences, appropriate tone for position paper. Strong point in words with conviction.	Some awkward wording or perhaps too wordy in places. Could combine sentences for a better flow. That leads the position paper more convincing.	Consistent errors in sentence structure that interfere with meaning, ideas, and arguments
Correctness. Grammar, mechanics, usage, spelling.	Minimal errors.	Minor errors throughout.	Excessive errors interfere with meaning



LET US PRACTICE MORE

Develop the given product in the matrix. Choose a type of utility that you can offer to your customer. Plan a traditional and non-traditional platform you can use to promote the product and set marketing goals. Number 1 was answered for you as an example. Write your answer on separate sheet of paper.

Product	Types of Utility	Traditional Marketing	Non-Traditional Marketing	Marketing Goals that you want to achieve
Laptop	<ul style="list-style-type: none"> • Possession Utility- Take home the latest Lenovo Laptop at low monthly installments with 0% interest for 12 months • Form Utility- Upgraded specification , light weight easy to carry and with three color variants. • Place Utility – Free delivery for customers within Metro Manila , a showroom in cyberzone of SM Malls. a) Time Utility - 8 hours customer service b) Warranty for 2 years. 7 days replacement in case of factory defect 	<ul style="list-style-type: none"> • Used fliers of showing Lenovo laptop specifications • Contact magazine & newspaper to feature the latest model of Lenovo. 	<ul style="list-style-type: none"> • Partnership with financing company such as home credit, Aeon and Emilio Appliances. • Partnership with bank financing • Participate in I.T. Show or Technology Expo • Create digital campaign 	<ul style="list-style-type: none"> • Support High Sales Lead Volume • Boosting Sales • Building Brand Awareness • Increase Brand Engagement • Thought Leadership
RTW (Ready to wear clothes)				
Food & Beverages				
Professional Services				
Cakes & Pastries				



EVALUATION

Choose the correct letter of an answer . Write your answer on separate sheet of paper.

1. Marketing is defined as _____.
 - a. Activities conducted by duo for satisfying human wants.
 - b. Activities conducted by individual or organization for satisfying human wants with the view of accomplishing individual or organizational objectives.
 - c. An, activity set of institution and processes for creating, communicating, delivering, and exchanging offering that have value for customers, client and society
 - d. Both b and c
2. The origin of Marketing is _____.
 - a. Accounting and Business Management
 - b. Human Resource and Operation
 - c. Economics
 - d. Both a and c
3. It is a utility types of marketing that deals with on-site health care, atm machines location and church in mall for the convenience of its customers.
 - a. Place
 - b. Time
 - c. Ownership
 - d. Form
4. It is a utility types of marketing which converts raw material into finished goods.
 - a. Place
 - b. Time
 - c. Ownership
 - d. Form
5. Which of the following is the least marketing activity?
 - a. Product Design
 - b. Pricing
 - c. Product availability
 - d. Accounting Sales and number of buyers
6. Which among of the marketing activity cannot be considered as traditional marketing?
 - a. TV commercial advertisement
 - b. Cellphone application ads
 - c. Word of mouth
 - d. Print Ads
7. The benefit concert of Bantay Bata 163 held in Araneta Coliseum is what kind of non-traditional marketing?
 - a. Event Marketing
 - b. Cause Marketing
 - c. Organization Marketing
 - d. Production Orientation
8. “FPJ Ang Probinsiyano “of Coco Martin; is a teleserye that has social relevance, used to uplift the image of Philippine National Policemen despite of its bad reputation of them. What kind of non-traditional marketing shown in this program?
 - a. Event Marketing
 - b. Cause Marketing
 - c. Organization Marketing
 - d. Production Orientation

9. Coca Cola Product put their billboard print ads around Metro Manila and campaign for close family ties and family celebration. What marketing goal does this marketing activity convey ?
- a. Global Competitiveness
 - b. Brand Awareness
 - c. Product Launching
 - d. Branding
10. Lead Volume refer to number of sales projections that was converted into _____.
- a. TV Ad's Commercial
 - b. Client or Customer
 - c. Sales
 - d. Income

II. Use the writing frames below to compare and contrast the concept of marketing and sales. Write your answer on separate sheet of paper.

_____ and _____ are similar in that they both
_____ but _____ is _____ while
_____ is _____.



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ACKNOWLEDGEMENT

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