



Department of Education  
**SCHOOLS DIVISION OF CITY OF MEYCAUAYAN**  
Pag-asa St., Malhacan, City of Meycauayan, Bulacan



Senior High School

**12**

# Activity Sheet in

## PRINCIPLES OF MARKETING

**Quarter 1 – Week 6-9**  
Marketing Environment &  
Market Research  
ABM\_PM11-Icd-10



GOVERNMENT PROPERTY  
NOT FOR SALE

## MARKETING ENVIRONMENT & MARKETING RESEARCH



### Let Us Know

Marketing discipline, like any other management course, it carries out the five functions of management, planning, organizing, staffing, leading, and controlling. Marketing principles establish as response to the emerging needs of consumers. In this activity sheet, let us explore the marketing environment and study how a marketer develops marketing research, following the principles to reach firm's marketing goal. We will discover how an effective marketing research create an impact to the company's performance.



### Let Us Review

State whether each of the following illustrates strategic or tactical planning. Write your answer on your notebook.

1. \_\_\_\_\_ what kind of plan is when a marketer plan to create a new jingle for Coca Cola product to be sang and endorsed by Ms. Regine Velasquez ?
2. A plan that is an idea and a concept about the promotion, place or distribution, pricing product and services.
3. \_\_\_\_\_ A plan that is a specific task or operation or methods to carry out a strategy.
4. \_\_\_\_\_ Personal selling is what kind what kind of plan ?
5. \_\_\_\_\_ What kind of plan is plan is to acquire new customer ?



## Let Us Study

We define marketing as an activity, set of institution, and processes for creating communication delivering , and exchanging offerings that have value for customers, clients, partners, and society at large . The expanded concept of marketing activities does not only focus on one side of business, but it is extended to the other aspect of business operation. Change is inevitable, and as time pass by our environment also tends to become more unpredictable along with this consumer behavior becomes erratic. The buying behavior and product preference are influenced of sudden crises like this pandemic, gradual trend in lifestyle, income, and population. The marketer must anticipate and plan for the change, as prevention is better than cure. They must set goals to meet the concerns of customers, employees, and shareholders. Awareness of industry competition, legal and political constraint, scarce resources, technological impact that affects the production and social concern are some of the many significant factors that shape the business and marketing environment.

**Marketing Environment** is the sum of all the internal and external forces that affect the way a firm operates, particularly to build and maintain relationships with its target customers.

### MARKETING ENVIRONMENT

**Microenvironment** refers to the forces closely influencing the company and directly affect the organization.



**Figure 1 : Microenvironment ( Principles of Marketing Kotler & Armstrong)**

**Macroenvironment** consists of the various factors which affect not only the firm itself, but also the entire industry of the region or country.



**Figure 2 : Macroenvironment ( Principles of Marketing Kotler & Armstrong)**

	Microenvironment	Macroenvironment
<b>Marketing Environment</b>	<b>Company</b> consist of the owners, investors and employees who are all considered members of the organization	<b>Demographics</b> is referring to characteristics of population such as age, gender, religion, education, civil status, geographic location, lifestyle, and race.
	<b>Suppliers</b> provide the resources that the organization needs to produce goods and services.	<b>Economics</b> refers to the influence of the purchasing power of the peso on spending patterns in the context of inflation and other economic forces that may affect the economy.
	<b>Customers</b> they are the people who are willing and able to buy the organization's products and services. <ul style="list-style-type: none"> <li>a. Consumer Market individual and households that buys a product for personal use.</li> <li>b. Business Market-buy material for production use.</li> <li>c. Reseller Market buys a product for reselling at a profit</li> </ul>	<b>Socio-cultural</b> refers to the belief, practices, norms, customs, and traditions that may affect business operations.

	<p>d. Government Market government agencies that buy product to provide public services.</p> <p>e. Global Market customers from other countries.</p>	
	<p><b>Intermediaries</b> are the entities that assist in the distribution and selling of goods to customer</p> <p>a. <b>Wholesalers</b> entities that buy goods from manufacturers or producers and resell them to retailers and other organization.</p> <p>b. <b>Distributor</b> entities selected by manufacturers to buy goods for resale to retailers</p> <p>c. <b>Retailers</b> carry a wide range of goods which are bought from wholesalers or distributors and then sold directly to consumers</p> <p>d. <b>Agents and Brokers</b> sell products for certain commission or percentage of sales. They are authorized by their companies to act and decide on their behalf.</p> <p>e. <b>Competitors</b> are rival firms that offer similar goods or services as the organization, they are either direct or indirect.</p> <ul style="list-style-type: none"> <li>• Direct brands competing in the same industry, offering the same goods or services.</li> <li>• Indirect-offer goods and services that differ slightly but with the same benefits.</li> </ul>	<p><b>Technological factors</b> refer to development in technology which may affect consumers, businesses, and society at large.</p>
		<p><b>Political</b> forces refer to groups of people which may influence the stability of a country and affect the production, promotion and selling of goods and services.</p>
		<p><b>Ecological</b> forces refer to groups of people which may influence the stability of a country and affect the production, promotion and selling of goods and services</p>

**Environmental Scanning** is the process of collecting information about the external marketing environment to identify and interpret potential trends. This is a vital component of **Environmental Management**.

**Environmental Management** attainment of organizational objectives by predicting and influencing the competitive, political-legal, economic technological, and social-cultural environments.

Environmental Scanning & Environmental Management are the processes we as we conduct **marketing research**.

**Marketing Research** is the process of collecting and using information for marketing decision making.

Who conducts Marketing Research ?

- Internal Marketing Research units to support different product lines and georgarphic area. Organize a research functions according to the types of research need to perform such as sales analysis, new product development, advertising evaluation or sales forecasting
- Outsource or external marketing research firm (AC Nielsen, Information Resources and Arbitron and I-VIEW Inc)

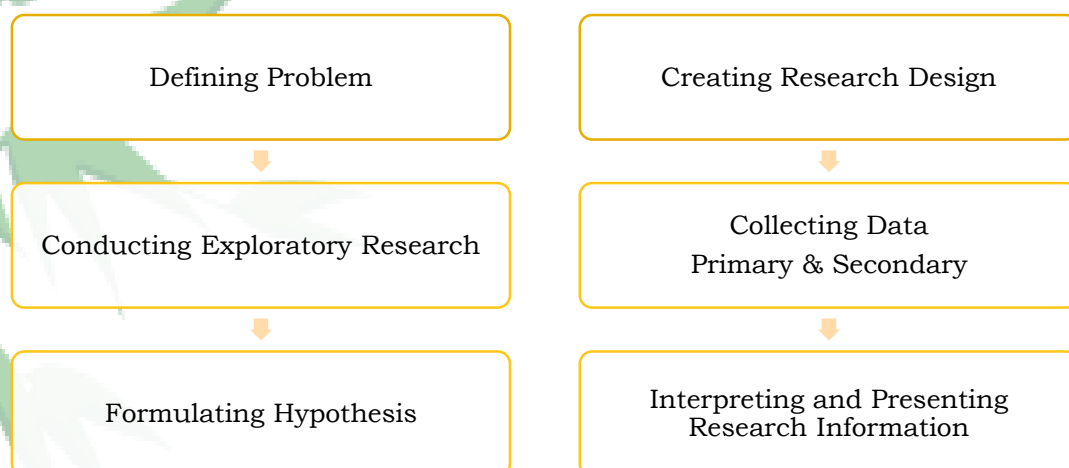


Figure 3: Marketing Research Process

- ✓ **Defining Problem** focus on securing the exact information needed for the solution.
- ✓ **Conducting Exploratory**, research process of discussing a marketing problem. with informed sources both within and outside the firm and examining information from secondary sources.
- ✓ **Formulate a Hypothesis** it's a tentative explanation for specific event.
- ✓ **Create research design**, a masterplan for conducting market research.
- ✓ **Collect data**;
  - a. Primary Data – information collected for specific investigation.
  - b. Secondary data previously published information.
- ✓ **Interpret and present research data** is a final step of marketing research process. Interpreting the findings and present them to decision makers. It should be presented in a manner designed to minimize such misinterpretation



### ***Let Us Practice***

#### **Chocolate Bar Activity**

**Group Activities:** Use this questionnaires market research survey to research what would be the best type of chocolate bar to sell to youth ages 16-21. Remember to ask questions that will help you design a new product that people in that age group will want to buy.

**Name:** \_\_\_\_\_

**Age:** \_\_\_\_\_

**Gender:** \_\_\_\_\_

1. What is your favorite type of chocolate?
2. Rank your top 3 favorite ingredients (1 being the most favorite, 3 being the least favorite)
3. Rank your top 3 favorite chocolate bars
4. How often do you purchase chocolate bars?
5. Where do you buy chocolate bars?    \_\_\_ Newsstands    \_\_\_ School    \_\_\_ Grocery store, \_\_\_ corner store, \_\_\_ Friends    \_\_\_ Supermarket    \_\_\_ Drugstore
6. How much are you willing to spend for a normal size chocolate bar? \_\_\_\_\_

**Requirements.** At the end of the activity share to the class about your experienced as you conduct research. What is your realization on the importance of market research in the business?



### *Let Us Remember*

**Marketing research** is the collection and use of information in marketing decision making. Today, the most common marketing research activities are

1. Determining market potential, market share, and market characteristics
2. Conducting sales analysis and competitive product studies.

**Marketing Environment** is the sum of all the internal and external forces that affect the way a firm operates, particularly to build and maintain relationships with its target customers. Environment Scanning is an important marketing activity.

**Environment Scanning** is the process of collecting information about external marketing environment to identify and interpret potential trends. It contributes to **environmental management** by providing current information about the macroenvironment so marketer can predict and influence changes





### ***Let Us Appreciate***

Read and answer the following situation problem given. Write your answer on separate sheet of paper.

1. Suppose you and a friend want to start a company that caters delivery services which is a trend due to pandemic. How will you utilize the microenvironment and macroenvironment to achieve your business goal?
2. I-VIEW Inc is one of the well-known marketing research firms in Philippines. Assume that you run a small retailer. What type of marketing research services could a firm like I-VIEW Inc. provide to your company? What are some benefits?
3. Create a matrix and for microenvironment and macroenvironment an example business scenario or situation that you can relate to the concepts



### ***Let Us Practice More***

Classify the marketing environment whether it is a microenvironment or a macroenvironment. Write your answer on separate sheet of paper.

1. Legislative body (congress) did not renew the ABS CBN network franchise that lead to the decease of their operation.
2. 5.1 % is the rate of unemployment in the Philippine due to Covid 19.
3. Bidding for new suppliers.
4. Creating new product line for food service business.
5. The best time to invest in stock market is when the price is low according to a stockbroker.
6. Computer application such as zoom, google meet and google drive become in demand when face to face learning modalities is not yet available due to Covid 19 pandemic
7. Today everyone marketer, industry ,government and the public are acutely aware of consumerism on the nation's economy and general well-being
8. Competition between coca cola and Pepsi.
9. Company consist of the owners, investors and employees who are all considered members of the organization
10. Suppliers provide the resources that the organization needs to produce goods and services.



## ***Evaluation***

Write T if the statement is True and write F if the statement is False. Then change the underline term to correct the false statement Write your answer on a separate sheet of paper.

1. \_\_\_\_\_ **Marketing research** is the collection and use of information in marketing decision making.
2. \_\_\_\_\_ **Marketing Environment** is the sum of all the internal and external forces that affect the way a firm operates, particularly to build and maintain relationships with its target customers.
3. \_\_\_\_\_ **Marketing research** is an important marketing activity.
4. \_\_\_\_\_ Data gathered which previously published information is a **primary data.**
5. \_\_\_\_\_ **Identification of the problem** is a masterplan for conducting market research
6. \_\_\_\_\_ **Hypothesis** is a tentative explanation for specific event.
7. \_\_\_\_\_ **Ecological** forces refer to groups of people which may influence the stability of a country and affect the production, promotion and selling of goods and services
8. \_\_\_\_\_ **Distributor** entities selected by manufacturers to buy goods for resale to retailers
9. \_\_\_\_\_ An information collected for specific investigation is also known as **primary data.**
10. \_\_\_\_\_ **Conducting Exploratory**, research process of discussing a marketing problem. with informed sources both within and outside the firm and examining information from secondary sources



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**CAROLINA S. VIOLETA EdD**

Schools Division Superintendent

**CECILIA E. VALDERAMA PhD**

Asst. Schools Division Superintendent

**DOMINADOR M. CABRERA PhD**

Chief, Curriculum Implementation Division

**EDWARD C. JIMENEZ PhD**

Education Program Supervisor- LR Manager

**JOCELYN A. MANALAYSAY PhD**

Education Program Supervisor-Mathematics

**CHARMAINE S. TUMANGAN**

Developer/Writer