



Department of Education
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Senior High School

12

Activity Sheet in Principles of Marketing

**Fourth Quarter Week 4-6:
Marketing Plan in Business
Part 2
(ABM_PM11-IIf-24-25)**



GOVERNMENT PROPERTY
NOT FOR SALE

MARKETING PLAN IN BUSINESS PART 2



LET US KNOW

As discussed from the previous lesson, marketing plan is a detailed description of resources and actions needed to achieve as stated in marketing objectives. In this activity sheet you will be introduced to the component and detailed process of developing of marketing plan.



LET US REVIEW

Directions: Identify the business tools to be used for analysis of the following business situation. Write your answer on a separate sheet of paper.

1. _____ Statement of Comprehensive Income of the company.
2. _____ Break-even analysis used by marketing managers.
3. _____ To identify and develop supply chain of the company.
4. _____ Analyze the legalities of drug product to be bought in drug store over the counter.
5. _____ Identify the competitive advantage of company among its competitors.



LET US STUDY

MARKETING PLAN

Marketing plan is known to be created in conjunction to company's business plan. Below are the components of an effective marketing plan.

Marketing Plan Format
I. Executive Summary <ul style="list-style-type: none">• Company Description• Mission and Goals• Core competencies
II. Situation Analysis <ul style="list-style-type: none">• key changes in strategies in the marketing mix as it relates to awareness, availability, customer trial and repeat purchase and competitive improvement.• SWOT Analysis• Describe the 5 C's of Marketing - Represent a major element that relates to overall business model.

- **Company** – Product, Competitive Advantage, Goals, and brand
- **Collaborators** – Partners and Investors, Service Provider, Content Relationships
- **Customers** - Target Audiences, Customer Motivation and behaviors, Communication channels, Customers perceptions
- **Competitors** - **Established** emerging competitors, competitor strengths and weaknesses. Competitor strategies and tactics, Capability gap
- **Climate** – Laws and regulation, social behavioral trends, Economic Trends, Technologies
- **Defining Key Result Area's (KRA)**
- **Attached porter's framework chart.**

III. MARKET ANALYSIS

- **Segment:** Demographic, Geographic, Psychographic, Behavioristic
- **Target Market Profile**
- **Positioning** : USP/uniqueness and differentiation strategy among other brands

IV. TACTICAL PLANS (4P'S) PROPOSED MARKETING PLAN OF ACTIONS

- **Product Strategies Pricing Strategies, Place Strategies, Promotion Strategies**

V. APPENDICES (Survey, Attachments, Interviews)

VI. Learner's Resume's (Profile)

Developing a Marketing Plan

- A. Executive Summary** the who, what, where, when and how and why of marketing.
 - **Company Description** summarizes the history of company and how it was founded and by whom, what its product are, and why they are unique. It begins to "sell" the reader on the growth possibilities for the company.
 - **Mission and Goals** state the firm's mission and goals, including financial and nonfinancial goals.
 - **Core Competencies** it should remind employees and those outside the company like lender exactly what the company can offer and how it plans to achieve a sustainable competitive advantage over rivals.
- B. Situation Analysis** it provides outline of marketing environment. We must remember that marketing should focus on the relationships. This should present the marketing research on market, competitors, and consumers to determine how to sustain relationship with customers.
- C. Market Analysis** Identifying customers segments, profile and its uniqueness and position.
- D. Tactical Plans** (4P's) Proposed Marketing Plan of Actions (Marketing Mix)



LET US PRACTICE

Directions: Plot your marketing plan **executive summary** and **situation analysis on the box below**. Consult your teacher for technical advices. Follow the proper format for your Marketing plan.

Business:

I. Executive Summary

Company Description

Mission and Goals

Core Competencies

II. Situation Analysis:



LET US REMEMBER

Planning is one of the most important techniques used to determine a sequenced of action to achieve our specific goal. **Marketing** is a business aspect that continuously changing and developing a good marketing plan will ensure company's success and sustainability. A well written **marketing plan** was used by the business to reduce risk, time, and effort in achieving our business objectives.



LET US APPRECIATE

Directions: Develop a **Marketing Analysis** for the start-up business you want to have in the future. Consult your teacher for technical advices. Follow the proper format for your Marketing plan. Write your answers on a separate sheet of paper.

Market Analysis

- **Segment:**
 - i. Demographic,
 - ii. Geographic,
 - iii. Psychographic,
 - iv. Behavioristic
- **Target Market Profile**
- **Positioning**
- **Differentiation**



LET US PRACTICE MORE

Directions: Develop a **Tactical Plans/ 4P's Strategies** for the start-up business you want to have in the future. Consult your teacher for technical advices. Follow the proper format for your Marketing plan. Write your answers on a separate sheet of paper.

Tactical Plans or 4P's Strategies
<ul style="list-style-type: none">• Product• Place• Price• Promotion



EVALUATION

Performance Task: Presentation of the developed Marketing Plan. Rubrics will be followed in grading the presentation. Proper format in writing the marketing plan should be presented in your paper. Write your answers on a separate sheet of paper.

Criteria (Weighting)	Needs Improvement (D)	Satisfactory (C)	Good (B)	Outstanding (A)
Application of marketing (20%)	Demonstrates very little knowledge of key marketing principles.	Demonstrates knowledge of key marketing principles and applies some of these to their chosen company.	Demonstrates a detailed knowledge of marketing principles and applies them to their chosen company.	Demonstrates detailed knowledge of marketing and effectively applies them to their chosen company.
Effective Recommendations (15%)	Gives very few recommendations	Gives recommendations based on the marketing environment	Gives clear recommendations based on the marketing environment	Gives clear, creative and original recommendations based on the marketing environment
Report (20%)	The report communicates information poorly and is not well-organized	The report communicates the key information and has some basic organization.	The report communicates the key information effectively and is well-organized.	The report communicates the key information extremely effectively and is well-organized and visually appealing.
Presentation (15%)	Presentation doesn't clearly summarize the main points and is not engaging for	Presentation summarizes the main points but is not always engaging for the	Presentation summarizes the main points in a engaging way for the audience.	Presentation effectively summarizes the main points in a highly engaging

Figure 1 Source <https://andrewrodriguezelt.wordpress.com/2018/05/28/pbl-for-grade-10-marketing/>



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