LEARNING AS ONE NATION
Expanded Project

Marketing_1

S H S L E A R N I N G A C T I V I T Y

Name: _____ **Score/Mark:** _____
Grade and Section: _____ **Date:** _____
Strand: ☐ STEM ☐ ABM ☐ HUMSS ☐ ICT (*TVL Track*)
Subject: ***Principles of Marketing***
Type of Activity: ☐ Concept Notes ☐ Skills: Exercise/Drill ☐ Illustration
☐ Performance Task ☐ Essay/Report ☐ Others: _____

Activity Title: An Overview of Marketing
Learning Target: To express one's personal thoughts and understanding of marketing.
References: DepEd Most Essential Learning Competencies
(Author, Title, Pages) M. J. B. Bagaipo and C. J. L. Gulles, CVIF Learning Activities

Write a two-paragraph essay with four sentences each on how you personally view and understand the term "marketing". You may refer to the guide questions provided below:

1) When you see or hear the word "marketing", what comes to your mind?
2) Who do you think are involved in marketing?
3) How are the following terms significant to marketing?

Market	Marketer	Communication
Product	Service	Exchange
Consumer	Value	Profit

4) What common activities are associated with marketing? (Give at least two.)
5) What important business process is present in marketing?