LEARNING AS ONE NATION
Expanded Project

Marketing_3

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: The Marketing Exchange Process
Learning Target: To examine and be familiarize with the marketing exchange process.
References: *(Author, Title, Pages)*
1) https://www.linkedin.com
2) https://www.boundless.com

DepEd Most Essential Learning Competencies
M. J. B. Bagaipo and C. J. L. Gulles, CVIF Learning Activities

The **exchange process** in marketing is the act by which two or more parties or business entities give something of value to each other to satisfy the identified need or want. This process is the origin and central concept of marketing.

The main goal of the exchange process is to make sure that both parties received the desired benefits obtained at a cost or what is given up to get it.

For marketing to take place:
1) Two or more parties with identified yet unmet needs must participate.
2) Each party must have something to exchange.
3) Both parties need to be able to communicate with each other.
4) Both parties must be able to exchange something of value.

Exercise: Answer the questions briefly.
1) When does marketing occur? Cite a specific situation.
2) How do you define "something of value"? Give a specific example.