LEARNING AS ONE NATION
Expanded Project

Marketing_6

SHS LEARNING ACTIVITY

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: Traditional Approaches to Marketing
Learning Target: To familiarize with the methods used in traditional marketing
References: *(Author, Title, Pages)*
1) https://www.marketing-schools.com
2) https://www.patch.com
1) DepEd Most Essential Learning Competencies
2) M. J. B. Bagaipo and C. J. L. Gulles, CVIF Learning Activities

Traditional marketing remains a common approach that incorporates many forms of advertising to reach loyal and potential customers. It dominated the social scene prior to Internet. Traditional marketing seeks to pull customers to a product or service through conventional audio-visual and print media.

Traditional marketing includes:

1) Direct mail – uses printed material like postcards, brochures, letters, catalogs, and fliers sent through postal mail to customers.
2) Print – advertises in paper form like newspapers, magazines, and newsletters.
3) Broadcast – includes television and radio.
4) Referral – also known as "word of mouth", relies on customers to spread information about a product or service in their social interactions.
5) Telephone marketing – also known as "telemarketing", with sales staff regularly calling customer households to deliver sales messages.

Questions:

1) Even in the present digital age, what are the good reasons for using these old-school marketing strategies? Give two reasons.
2) What could be the possible drawbacks or limitations of traditional marketing? Give two limitations.
3) If something is "traditional", does it mean that it is outdated and no longer useful? Why or why not?