**LEARNING AS ONE NATION**
***Expanded Project***

**Marketing_4**

# 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:** **Marketing Communication**
**Learning Target:** To explain the significance of marketing communication in business
**References:** *(Author, Title, Pages)*
1) https://www.enimarketing.com
2) https://smallbusiness.chron.com
3) DepEd Most Essential Learning Competencies
4) M. J. B. Bagaipo and C. J. L. Gulles, CVIF Learning Activities

**Marketing communication** refers to the means a firm or organization takes to convey messages about its goods and services to consumers and external parties.

Delivering clear lines of communication leads to achieving productivity and maintaining cordial and mutually beneficial relationships at all levels.

**Roles of marketing communication:**

1) Contributes to customer equity which can be thought of as a measure of customer loyalty and revenues generated because of positive business-customer relations
2) Contributes to brand equity which relates to brand recognition by customers that make them patronize the products or services
3) Represents the voice of the company
4) Provides product information
5) Leads to purchase by customers

The concept of **integrated marketing communication** is also important. This is a strategic process designed to ensure that all messaging procedures are unified and consistent across all channels of communication. The focus is also centered on the customers, with checks and balances instituted to achieve the goals of the marketing process.

**Exercise**: Answer each question briefly.

1) Why is marketing communication essential to any business and its operational efficiency? What does it achieve?
2) What is one advantage of integrated marketing communication over separate departmental marketing communication? How about a disadvantage?