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: The Four Ps of the Marketing Mix
Learning Target: To identify the basic elements of the marketing mix
References: *(Author, Title, Pages)*

1. https://www.investopedia.com
2. https://en.wikipedia.org
3. DepEd Most Essential Learning Competencies
4. M. J. B. Bagaipo and C. J. L. Gulles, CVIF Learning Activities

The **four Ps** are vital components of the marketing mix that a company uses to pursue its marketing objectives. These are the key elements that foster and promote a brand's unique features and value. The four Ps has thus become the dominant framework for marketing management decisions. Nevertheless, it is important to understand that these are meant to be adjusted and refined as a venture grows, the market changes, and the spectrum of potential buyers varies.

- **Product** is something of value offered for sale to the target market. It may be in a form of a tangible good, service, organization, place, or idea. Product differentiation, which involves branding, labeling, packaging, and warranty, is necessary for a business to stand out from other players and competitors.
- **Price** is the value placed on what is exchanged. The buyer exchanges purchasing power for utility or satisfaction. Judicious setting of price, with the right balance, can contribute to the company's generation of profit.
- **Place** determines the point of access and the proper distribution channels of a product or service offerings.
- **Promotion** facilitates exchange by conveying a clear message and persuading the audience to acquire a product or service. Promotional tools include advertisement which is a paid form of presentation through television, radio, print media, social media, and the Internet; personal selling which usually involves face-to-face or direct interaction by phone between seller and potential buyer; publicity which displays editorial, press conferences, news releases, feature articles, and film; and sales promotion with incentives such as rebates, samples, give-aways, price-off, or coupons.

Exercises:

1. What do you think is the most flexible element in the marketing mix? Explain your answer in at most two sentences.
2. Compose a simple advertisement of your favorite product.