LEARNING AS ONE NATION
Expanded Project

Marketing_SP

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: *Quarterly Plan*

Activity Title: **Quarterly Plan**

Learning Target: To outline the topics to be taken up in Principles of Marketing for the third quarter

References: *(Author, Title, Pages)*
1) DepEd Most Essential Learning Competencies
2) M. J. B. Bagaipo and C. J. L. Gulles, CVIF Learning Activities

Subject Description:

The course deals with the principles and practices in marketing goods and services. It also focuses on the development of integrated marketing programs that will help grow businesses.

TOPIC	ACTIVITY TITLE
Marketing Principles, Goals, and Approaches	LAS 1: An Overview of Marketing LAS 2: Marketing Defined LAS 3: The Marketing Exchange Process LAS 4: Marketing Communication LAS 5: Marketing Communication Mix I LAS 6: Traditional Approaches to Marketing LAS 7: Marketing Communication Mix II LAS 8: Marketing Concept LAS 9: Contemporary Marketing LAS 10: Goals of Marketing
Relationship Marketing	LAS 11: Customer Value LAS 12: Customer Service LAS 13: Relationship Marketing
Market Opportunity Analysis and Consumer Analysis	LAS 14: The 4Ps of Marketing LAS 15: SWOT Analysis in Marketing LAS 16: The Marketing Plan