LEARNING AS ONE NATION
Expanded Project

Marketing_2

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 Defined
Learning Target: To gain insights about the definition of marketing.
References: *(Author, Title, Pages)*
https://toughnickel.com
https://en.wikiversity.org
DepEd Most Essential Learning Competencies
M. J. B. Bagaipo and C. J. L. Gulles, CVIF Learning Activities

Marketing is the activity conducted by individuals or organizations that involves the process of creating, delivering, and exchanging offerings that have value.

It is also considered as the science and art of providing customer satisfaction at a reasonable profit.

The essence of marketing is the ongoing communications exchange that bridges the gap between product and service providers to the product and service seekers in a way that educates, informs, and builds a mutually beneficial business or organizational relationship over time.

Questions:

1) What marketing activity is specifically participated by people and organizations?
2) Why do you think marketing is both an "art" and a "science"?
3) How is communication associated with marketing?