LEARNING AS ONE NATION
Expanded Project

Marketing_**8**

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: The Marketing Concept
Learning Target: To identify and explain the main point of the marketing concept.
References: *(Author, Title, Pages)*
1) https://www.marketing-schools.com
2) https://www.patch.com
3) DepEd Most Essential Learning Competencies,
4) M.J. B. Bagaipo and C.J. L. Gulles, CVIF Learning Activities

Marketing is a complex activity that is engaged in by an organization or business enterprise with the goal of spreading information about its products and services. Clearly, the target market or potential customers should be made aware of the unique features and advantages of the products/services offered. The marketing message must be clear: the value of the product/service is worth the cost.

Here then, we talk about the 'marketing concept'. Its main objective is customer satisfaction. In other words, the concept synthesizes all relevant market aspects and data analysis, organizes the delivery of the message to the target market, and generates feedback to support continuing improvement so as to meet and even exceed customers' expectations. Moreover, this includes how the organization or business enterprise continuously engages in target market analysis. Nothing can be static in business especially since there is always the assumption that competitors are also doing analytics, improving production lines, and aiming to meet customer needs and wants.

Questions:

1) What is the most important point of the marketing concept?
2) Differentiate human needs from human wants.
3) Briefly express your personal standard when it comes to satisfaction with a particular product or service.