LEARNING AS ONE NATION
Expanded Project

Marketing_16

SHS 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 Plan (Key Takeaway)
Learning Target: To gain insights into the definition of a marketing plan and describe its basic elements
References: *(Author, Title, Pages)*
1) http://blog.oxfordcollegeofmarketing.com;
2) DepEd Most Essential Learning Competencies;
3) M.J. B. Bagaipo and C.J. L. Gulles, CVIF Learning Activities

The marketing plan is a structured analysis used by marketers in identifying the company's prospects and its current marketing position within the selected segment. This process involves an assessment of the marketing opportunities, resources, strengths, and weaknesses of a business organization. It comprises the company's specific goals, well-defined layout of budget requirements, and the right timing for the implementation of the marketing program.

A marketing plan must present the following basic contents:

1. Market Analysis. This content refers to the detailed description of the company's resources based on its corporate capabilities in production, marketing, and finance. This section also shows an overview of the business's significant market growth, consumer buying behavior, and the actual level of competition that takes place.
2. Problems and Opportunities Evaluation. This step covers the full audit of the existing marketing problems that need to be addressed, and the marketing opportunities that can possibly be exploited.
3. Establishment of Marketing Objectives. This step indicates what the company aims to accomplish in the light of challenges and opportunities to take a leading position with profitable ventures. Realization of the overall marketing goals require regular monitoring of company operations.
4. Formulation and Implementation of Marketing Strategy. The company's comprehensive marketing master plan provides a specific guide on where and how major company resources should be allocated, and specific tasks and activities aligned with the marketing objectives. Here it is important to coordinate with different departments such as production to assure continuity of the supply chain, sufficient funding, and staff.

Application: Suppose your marketing plan calls for selling 100,000 sets of bamboo-made utensils annually. Give at least one marketing problem that could arise and one possible opportunity.