LEARNING AS ONE NATION
Expanded Project

Marketing_5

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 Communication Mix I
Learning Target: To identify various approaches of the marketing communication mix.
References: *(Author, Title, Pages)*
1) https://www.enimarketing.com
2) https://blog.udemy.com

DepEd Most Essential Learning Competencies
M. J. B. Bagaipo and C. J. L. Gulles, CVIF Learning Activities

Marketing communication mix refers to the particular tools used by businesses to be connected with their customers and prospects.

These methods include:

1) Advertising – a method of mass selling or widely distributed information campaign about commercial products or services that is paid for by the advertiser.
2) Sales Promotion – a short-term but attractive offering of value like free samples, buy-one-take-one, raffle stubs, discounts and percent-off deals.
3) Public Relations and Publicity – an unpaid form of mass media which includes sponsoring socially relevant activities for the purpose of featuring a specific business organization.
4) Word-of-Mouth Marketing – brand presence in consumers' conversations caused by their positive experiences about the products or services they purchased.
5) Personal Selling – an approach which involves face-to-face interaction between salesmen and customers for the purpose of more strongly influencing a potential buyer's purchasing decision.
6) Direct/Internet Marketing – a form of promotion using e-mail or social media messages formulated specifically to address expectations of customers and prospects toward a brand.

Questions:

1. Which among the marketing methods is most likely to be effective for a small business?
2. Do we need different methods for different types of customers? Why or why not? (1 sentence max)
3. Does the use of Internet mean we can forget about traditional marketing communication methods? Why or why not? (1 sentence max)