LEARNING AS ONE NATION
Expanded Project

Marketing_10

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: _____

Activity Title: Marketing Goals and Objectives
Learning Target: To explain the importance of setting marketing goals and objectives for an effective marketing program
References: *(Author, Title, Pages)*

1. https://www.yourarticlelibrary.com
2. https://www.enfusen.com
3. DepEd Most Essential Learning Competencies
4. M. J. B. Bagaipo and C. J. L. Gulles, CVIF Learning Activities

Marketing goals are well-defined targets that a marketing program is designed to achieve. These are aligned with the company's vision and aspirations. Well-articulated goals give a clear description of what the whole organization and its functional departments need to work at for success. Carefully planned and executed strategies for achieving marketing goals create a scaffold for the organization to achieve its vision. Some marketing goals may include building broad spectrum brand awareness and engagement and fostering name recognition.

Marketing goals are broken down into **marketing objectives** which refer to specific aims that should be achieved within a given time frame. Examples are increasing percentage points in website visits per month, widening percentage of a company's quarterly market share of product sales. The specific actions and tasks to be performed provide a roadmap for reaching the desired goals which may seem broad and abstract in the beginning. Thus, objectives allow operationalization of goals.

It is common to hear entrepreneurs and managers speak of SMART goals and objectives: **S**pecific – well-defined scope of what to do, **M**easurable – involves numbers such as percentages and total amounts, **A**ttainable – can be achieved, **R**elevant – of significance to the company and society at large, and **T**imely – considers time frames and trends while anticipating future demands and economic scenarios.

Questions: Why do companies and organizations need to set marketing goals and objectives? What could happen if there are no clear goals and objectives?

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Subject: *Principles of Marketing*
Type of Activity: ☐ Concept Notes ☐ Skills: Exercise/Drill ☐ Illustration
☐ Performance Task ☐ Essay/Report ☐ Others: _____

Activity Title: Marketing Goals and Objectives: Performance Task
Learning Target: To formulate sample goals and objectives
References: *(Author, Title, Pages)*

1. https://www.yourarticlelibrary.com
2. https://www.enfusen.com
3. DepEd Most Essential Learning Competencies
4. M. J. B. Bagaipo and C. J. L. Gulles, CVIF Learning Activities

Performance Task:

Formulate two goals, with two objectives for each goal, for a marketing program of an eco-friendly company specializing in bamboo-made products. Choose from among products such as kitchen and party utensils, tumblers for drinks and trays, personal care products, and bags and accessories. Draw diagrams and illustrations to enhance your presentation.

Criteria:

Clarity	30%
SMART	50%
Overall presentation	20%
TOTAL	100%