LEARNING AS ONE NATION
Expanded Project

Marketing_7

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: The Marketing Communication Mix II

Learning Target: To determine different factors affecting the marketing communicating mix.

References: *(Author, Title, Pages)*

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

Business organizations must consider the following factors in determining the promotion mix for marketing:

1) Type of product – a product can be branded (well-known brand), non-branded or generic, a necessity or a luxury, traditional or innovative
2) Use of a product – may be for agricultural, industrial, educational, essential, or luxury purposes
3) Complexity of a product – may include technical aspects, possible risks involved in its use, level of sophistication in production
4) Purchase quantity and frequency – refer to volume and intervals of time between new and repeated purchases
5) Marketing budget – company's financial capacity for promotion mix.
6) Type of market – involves consumer characteristics and preferences
7) Size of market – refers to estimated number of potential customers, could be small, large, wide, or narrow in terms of demographics
8) Product life cycle – stages from introduction to removal from shelves due to declining sales, with each stage having different threats and opportunities
9) Level of competition – promotional efforts depend on the extent and intensity of sales generated by other players in the market
10) Promotional objectives – different objectives require different tools of promotional mix

The list of factors stated above affect organizations in varying degrees depending on their internal and external marketing environment.

Questions:

1) Why do we need to consider all of the above-mentioned factors in formulating a marketing promotional strategy?
2) Explain how type and size of the market affect the development of a marketing promotional mix. Give a specific example for a product.