

K to 12 BASIC EDUCATION CURRICULUM
SENIOR HIGH SCHOOL – ACCOUNTANCY, BUSINESS AND MANAGEMENT (ABM) SPECIALIZED SUBJECT

Grade: 11
Subject Title: Principles of Marketing (PM)

Semester: 2nd Semester
No. of Hours/Semester: 80 hours
Pre-requisites: Economics, Organization and Management

Subject Description: The course deals with the principles and practices in marketing goods and services. It also focuses on the development of integrated marketing programs that will help grow businesses.

| CONTENT | CONTENT STANDARD | PERFORMANCE STANDARD | LEARNING COMPETENCIES | CODE |
|--|---|---|---|-------------------------|
| Chapter 1: Marketing Principles and Strategies 1. What is marketing and its traditional approaches? 2. Goals of marketing 3. Contemporary approaches to marketing | <i>The learners demonstrate an understanding of...</i> the marketing principles, goals, and traditional and contemporary approaches to marketing | <i>The learners shall be able to...</i> plot marketing goals and approaches for product or service | <i>The learners...</i> 1. define and understand marketing | ABM_PM11-Ia-b-1 |
| | | | 2. describe the traditional approaches to marketing | ABM_PM11-Ia-b-2 |
| | | | 3. discuss the goals of marketing | ABM_PM11-Ia-b-3 |
| | | | 4. identify and explain contemporary marketing approaches | ABM_PM11-Ia-b-4 |
| Chapter 2: Customer Relationship: Customer Service | the value of customer relations and customer service | develop a program for customer service | 5. define "relationship marketing" | ABM_PM11-Ic-d-5 |
| | | | 6. explain the value of customers | ABM_PM11-Ic-d-6 |
| | | | 7. identify and describe "relationship development strategies" | ABM_PM11-Ic-d-7 |
| | | | 8. illustrate successful customer service strategy in the Philippine business enterprise | ABM_PM11-Ic-d-8 |
| Chapter 3: Market Opportunity Analysis and Consumer Analysis 1. Strategic Marketing versus Tactical Marketing 2. The Marketing Environment 3. Marketing Research 4. Consumer and Business Markets 5. Marketing Segmentation, Market Targeting, and Market Positioning (STP) | the importance of information, the market characteristics affecting consumer behavior, and the bases of market segmentation | conduct marketing research, interpret market buying behavior on product or service, and identify the product or service target market | 9. distinguish between strategic and marketing planning in terms of objectives and processes | ABM_PM11-Ie-i-9 |
| | | | 10. analyze the elements of macro- and micro-environment and their influence to marketing planning | ABM_PM11-Ie-i-10 |
| | | | 11. define marketing research, its importance to a business enterprise and identify the steps in marketing research | ABM_PM11-Ie-i-11 |
| | | | 12. describe the consumer and business markets | ABM_PM11-Ie-i-12 |

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| | | | 13. differentiate the buying behavior and decision making of individual/ household customer versus the business (organizational) customer | ABM_PM11-Ie-i-13 |
| | | | 14. identify and segment market for a product or service | ABM_PM11-Ie-i-14 |
| | | | 15. select the appropriate target market segment and its positioning | ABM_PM11-Ie-i-15 |
| Chapter 4: Developing the marketing mix | the essence of the new product development, pricing, placing (distribution), and promoting a product or service | design a new product or service, decide types of pricing approach, and choose distribution methods and promotion tools that respond to market trends | 16. define a product and differentiates the product, services, and experiences | ABM_PM11-IIa-e-16 |
| | | | 17. identify and describe the factors to consider when setting prices and new product pricing and its general pricing approaches | ABM_PM11-IIa-e-17 |
| | | | 18. discuss the structure of distribution channels, its functions, and the nature of supply chain management | ABM_PM11-IIa-e-18 |
| | | | 19. define and identify relevant promotional tools, namely, advertising, sales promotion, personal selling, public relations, and direct marketing to create awareness and persuade the target market to buy the product or patronize the service | ABM_PM11-IIa-e-19 |
| Chapter 5: Managing the Marketing Effort (The Marketing Process) 1. Market analysis - SWOT Analysis 2. Marketing planning 3. Marketing implementation 4. Marketing control | the necessity of a marketing plan in business | create a new product or service design and pricing, and promotion and distribution strategies | 20. explain the relationship between market analysis, planning, implementation, and control | ABM_PM11-IIf-20 |
| | | | 21. analyze the company's situation, markets, and environment (the marketing audit and SWOT analysis) | ABM_PM11-IIf-21 |
| | | | 22. identify target market and positioning | ABM_PM11-IIf-22 |

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| | | | 23. explain the significance of the marketing mix to motivate the potential market to buy the product or service (the marketing plan) | ABM_PM11-IIf-23 |
| Chapter 6: Workshop and Presentation of Marketing Plan | and proper interpretation of marketing strategies through workshop and presentation | orally defend the mini-marketing plan to a group of marketing professionals | 24. integrate the marketing concepts and techniques learned by preparing a marketing plan | ABM_PM11-IIg-j-24 |
| | | | 25. present a mini-marketing plan, orally and in writing | ABM_PM11-IIg-j-25 |

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Code Book Legend

Sample: ABM_PM11-Ia-c-2

| LEGEND | | SAMPLE | |
|--|---|---|-----------------|
| First Entry | Learning Area and Strand/ Subject or Specialization | Accountancy, Business and Management | ABM_PM11 |
| | Grade Level | Grade 11 | |
| Uppercase Letter/s | Domain/Content/ Component/ Topic | Principles of Marketing | |
| | | | - |
| Roman Numeral <i>*Zero if no specific quarter</i> | Quarter | First Quarter | I |
| Lowercase Letter/s <i>*Put a hyphen (-) in between letters to indicate more than a specific week</i> | Week | Week one to three | a-c |
| | | | - |
| Arabic Number | Competency | describes the traditional approaches to marketing | 2 |

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References:

Ac-ac, Maria Victoria M. *Principles of Marketing, Revised Ed.*, Pasig: Anvil Publishing, Inc., 2014

Armstrong, Gary. *Marketing: An introduction 11th, Global ed.* Harlow, England: Pearson, 2013.

Go, Josiah. *Contemporary Marketing Strategy in the Philippine Setting*, Manila: National Bookstore, 1996.