



Republic of the Philippines

# Department of Education

DepEd Complex, Meralco Avenue, Pasig City

**STRENGTHENED SENIOR HIGH SCHOOL CURRICULUM**

## **CONTEMPORARY MARKETING**

**Grade 11/12**

**Course Description:**

This course equips learners with a strong foundation in marketing, integrating traditional principles and digital platform strategies. It emphasizes customer-centric, data-driven decision-making, while teaching learners to analyze consumer behavior, create effective campaigns, and incorporate sustainable ethical practices. By the end of the course, learners will be able to present a marketing plan that aligns with business goals, targets the right audience, and employs effective strategies.

**Elective:** Academic

**Prerequisite:** Basic Accounting and Introduction to Organization and Management

**Time Allotment:** 80 hours per semester, 4 hours per week

**Schedule:** First Semester

### Quarter 1: The Fundamentals of Marketing

<b>Content Standard:</b>	The learners demonstrate understanding of the fundamental marketing principles of both traditional and contemporary approaches.	
<b>Performance Standard:</b>	Learners conduct a market analysis and apply customer-centric strategies to analyze consumer behavior, assess market opportunities, and create a targeted marketing strategy with a unique selling proposition.	
<b>Learning Competencies</b>	<b>Content</b>	
1. Discuss the fundamental principles of marketing  2. Distinguish traditional and contemporary marketing	Fundamental Principles of Marketing <ul style="list-style-type: none"> <li>• Definition</li> <li>• Nature</li> <li>• Functions</li> <li>• Theories</li> <li>• Evolution of Marketing</li> </ul>	
3. Explain consumer behavior  4. Discuss the buying decision process, customer acquisition and customer retention	Customer-centric Marketing <ul style="list-style-type: none"> <li>• Definition, Factors and Methods of Consumer Behavior</li> <li>• Stages of Buying Decision Process: Consumer and Business Market</li> </ul>	
5. Analyze the potential areas and market conditions using market analysis tools	Market Opportunity Analysis and Market Research <ul style="list-style-type: none"> <li>• SWOT analysis</li> <li>• PESTEL analysis</li> </ul>	

6. Conduct marketing research	<ul style="list-style-type: none"> <li>Porter's five forces</li> </ul>
7. Discuss the components of a marketing plan	<p>Marketing Plan</p> <ol style="list-style-type: none"> <li>Executive Summary</li> <li>Situation Analysis</li> <li>Target Audience</li> <li>Marketing Goals</li> <li>Marketing Steps</li> <li>Marketing Strategies (Marketing Mix)</li> <li>Implementation Plan</li> <li>Budget</li> <li>Evaluation/Measurement</li> </ol>
<p>8. determine the target market based on the evaluated market segment.</p> <p>9. formulate a clear strategy to position the product.</p>	<p>Market Segmentation, Market Targeting, and Market Positioning</p> <ul style="list-style-type: none"> <li>Segmentation Variables</li> <li>Target Market</li> <li>Unique Selling Proposition</li> <li>Product Positioning</li> <li>Traditional and Digital</li> </ul>

### Quarter 2: Marketing Mix, Analytics and Planning Process

<b>Content Standard:</b>	The learners demonstrate an understanding of how to integrate digital marketing tools into the 7Ps of the marketing mix, utilize marketing analytics for data-driven decision-making, practice sustainable and ethical marketing, and comprehend the marketing planning process.
<b>Performance Standard:</b>	Learners present a marketing plan for a business, integrating digital tools, the 7Ps of the marketing mix, analytics, and sustainable practices.
<b>Learning Competencies</b>	
<b>Content</b>	
1. Analyze the 7P's of Marketing Mix	<p>Modern Marketing Mix Strategies</p> <ul style="list-style-type: none"> <li>Product</li> <li>Price</li> <li>Place</li> <li>Promotion</li> </ul>

	<ul style="list-style-type: none"> <li>• Process</li> <li>• People</li> <li>• Physical Evidence</li> </ul>
2. Discuss the framework for making data-driven marketing	<p>Marketing Analytics and Data-Driven Decision-Making</p> <ul style="list-style-type: none"> <li>• Trends and Opportunities</li> <li>• Data Collection</li> <li>• Marketing Analysis</li> <li>• Interpretation</li> <li>• Implementation</li> <li>• Marketing Analytics</li> <li>• Automation Tools</li> </ul>
3. Develop a marketing plan for a specific product based on data analysis and environmental scanning	<p>Presentation of Marketing Plan based on the results of the</p> <ul style="list-style-type: none"> <li>• Market Study</li> <li>• Internal and External Environment</li> <li>• Marketing Analysis</li> <li>• Marketing Mix Components</li> </ul>
4. Analyze the measures and practices for sustaining business products or services	<p>Customer Relationship Management (CRM)</p> <ul style="list-style-type: none"> <li>• Key Features</li> <li>• Best Practices</li> <li>• Types, Benefits and Popular CRM Tools</li> </ul>