

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 <ol style="list-style-type: none"> What is marketing and its traditional approaches? Goals of marketing 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 <ol style="list-style-type: none"> Strategic Marketing versus Tactical Marketing The Marketing Environment Marketing Research Consumer and Business Markets 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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CONTENT	CONTENT STANDARD	PERFORMANCE STANDARD	LEARNING COMPETENCIES	CODE
			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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CONTENT	CONTENT STANDARD	PERFORMANCE STANDARD	LEARNING COMPETENCIES	CODE
			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