

Bayan Academy for Social Entrepreneurship
and Human Resource Development, Inc.

and

Center for Community Transformation

ENTREP - ESKWELA

Your School on Entrepreneurship

GRASSROOTS ENTREPRENEURSHIP MANAGEMENT

(G E M)

DAY 9 - 11

INTRODUCTION TO MARKETING

MARKETING MIX

MARKETING STRATEGIES

TEACHING GUIDE

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Day 9 INTRODUCTION TO MARKETING

Teaching Guide



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MODULE TITLE:

Ang Konsepto ng Marketing



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ENTREP-ESKWELA
Grassroots Entrepreneurship Management (GEM) Program



TEACHING GUIDE 09



Module Title : INTRODUCTION TO MARKETING

By Rolando Averilla

Duration : 1 day

Module Objectives :

1. To introduce marketing management as a functional area of a business
2. To understand how value for the customers is created

ANG KONSEPTO NG MARKETING

This module introduces not only marketing as a subject matter but marketing as a concept. The facilitator must explain at the onset that marketing is not just the selling of the products of a business. In fact selling is just the end result of good marketing which is a whole complex process altogether.

The **second slide** shares a quotation in Tagalog which literally translates to "If you wish to be rich and the growth of your business is what you desire, then proper marketing is the way". To emphasize the "way", a graphic of a beautiful road is shown. The facilitator must explain to the participants that proper marketing a way to ensure the growth and success of a business.

Slide three introduces a game where all participants are encouraged to join in. The mechanics are simple. The participants will be asked to bring out a sheet of paper and a pen. As each logo is flashed on screen, they shall write on their paper what that logo represents. Take note that they will be shown only pictures without their corresponding names. After all the items have been shown, the facilitator will then revisit each "blank" logo then show what they stand for. The facilitator will then ask the participants to check their own paper and tally their scores. Those with high score shall then be asked why the logos stuck to their minds. Their answers shall then be summarized by the facilitator and used to underscore that the first object of marketing is to make your product stick to the consumers' minds. And if that happens, then and only then, can you say that you have used marketing properly.

Slides four to nine show various unlabeled logos which the participants must guess. The facilitator must make sure to give ample time in showing each logo so that all participants would have time to examine each one carefully.

Logo on slide:

4. GKNB, McDonalds, ABS-CBN, Del Monte
5. Pepsi, Shell, Ariel, Tide
6. Boy Bawang, Sun, Globe, GMA, Purefoods
7. SMB, Zagu, Burger King, Shakeys
8. 7-11, Wendy's, Max's, KFC
9. Mini-Stop

Slide ten will show the logos without labels followed by the correct logo. The facilitator must give ample time for each pair of logos in order to let the participants react to the answers.

Slide eleven is intended to be an open-ended discussion wherein the facilitator will analyze the results of the activity. He should ask the participants what were the factors that helped them to identify some products while having difficulty in answering the others.

In **slide twelve**, the facilitator must stress that the objective of the game just played is really show that the basic purpose of marketing is to ensure that an entrepreneur's product sticks to the mind of the customer. This is a sure-fire way of increasing that product's chances to compete in the marketplace.

Slide thirteen now shows the more advanced purpose of marketing. The facilitator could emphasize that coming from the basic purpose of making the product stick to the customer's mind, the eventual end goal is to have that customer patronize your product. And the only way that would happen is if you are on top of his mind to begin with.

All this discussion on the purpose of marketing begs the question "What is marketing?" It is explained in **slide fourteen** that marketing is a system of consistently addressing and providing the customers' needs and wants, in a manner that exceeds your competitors, and in a way that will ensure the business' profitability. Therefore, one cannot market at a loss. Even though the product is selling, it could not be considered a marketing success unless the business earns money. A graphic of a public market should be able to convey this message across.

Slide fifteen gives an overview of what the concept of marketing entails. In this specific case, the example of the news is used. The facilitator could start off by saying that the news is one of the most watched programs on TV. In order to know what is happening in the community, the country, or even globally, people tune in to the news. It reports developments and issues in almost all areas of life such as business, sports, politics, economics and even show business. In order for TV Patrol to be number one, it has to address the following issues:

- It must satisfy the customer's need for news that is important, relevant, up-to-date, and fair.
- It must report news in a more appealing manner than its direct competitors like 24 Hours of rival network GMA 7.
- It also has to consider other substitute means for people to know the news; such as DZBB and DZMM on the AM radio and newspapers like Manila Bulletin, Philippine Daily Inquirer, Abante, Tempo, etc.

- It must consider both the volume of advertisers as well as pricing levels which is based directly on its audience rating as well as the competition price level, in order to be profitable.

Looking at the things the news program has to accomplish, we can determine that the best course of action the people behind the program should take is to embark on an excellent marketing initiative.

Slide sixteen introduces the functions of Marketing. One is to introduce a certain product or service to the consumer. By introduction it means giving information at various stages, such as: INFORM the market of the existence of the product or service, INFORM them of the features and characteristics of the products or service that is inherent to it, INFORM them of the benefits they will enjoy when they avail or use the product or service, INFORM them of the plus factors that the products or service carry or offers.

Slide seventeen talks about another function of Marketing and that is to persuade the customers to patronize a certain product or service. In this case, the power of persuasion is indeed a very powerful tool for the marketer. Not only does he need to PERSUADE the consumer to use the product or service, but also to PERSUADE them that they need it for it will answer their needs and wants.

The last function of Marketing, as discussed in **slide eighteen** is to CONVINCe the customers that your particular product or service provides the best value for their money and is better than competitors. There may be a lot of other offerings out there in the market but your particular product would give them the satisfaction they require and deserve.

Before talking about the contents of **slide nineteen**, the facilitator could stress that the actual purpose of the game just played is that brands or businesses that are well-know in the market and in the consumers mind are those whose chances at success are great. It also means that they are very good when it comes to the "marketing" game. Let's look at a very familiar and successful brand. All over the world, a huge multinational known as McDonald's reign supreme in the fast food industry. However, it is only in the Philippines that they have so far failed to dominate. Here, it is a visionary, highly esteemed and a very "local" company called Jollibee that is dominant. Starting out as an ice cream parlor and discovering their destiny as a hamburger chain in 1978, Jolibee has attained worldwide admiration in so short a time. Today, Jolibee is also the owner of Chowking and Greenwich, both leaders in their respective segments. They also own the Delifrance franchise in the Philippines. A big part of their phenomenal success is due to excellent marketing. While they have successfully captured the "Filipino" taste and produced their products consistently, they have also been able to communicate their brand effectively to the consumers. They are a favorite "go to" places of kids. They have a presence almost all over the Philippines and even in some countries abroad. They allot a very big budget for their advertising campaigns and they have even contracted the service of a very popular actor, Aga Muhlach, to be their official endorser. These efforts have obviously paid off as evidenced by their huge success.

Slide twenty is short five-minute film clip of Jollibee as it enters the China and US markets. The facilitator should let the participants watch the film and then open the floor for discussions later on. A basic question that the facilitator may start with is what is it with Jollibee that makes it so successful here in the Philippines? Also, can this success be

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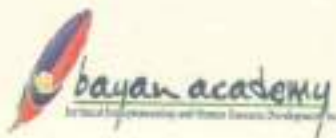
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Day 10 MARKETING MIX

Teaching Guide



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MODULE TITLE:

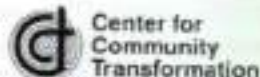
Sino Ka?



ENTREP-ESKWELA
Grassroots Entrepreneurship Management (GEM) Program



TEACHING GUIDE 10



Module Title : **MARKETING MIX**
By Rolando Averilla

Duration : **1 day**

Module Objectives : **To learn and apply the marketing mix (4 P's)**

Sino Ka?

This module is about a company's Products. It is an important and strategic component of the marketing mix. The facilitator should open the discussion by making the connection between the title slide "Sino Ka?" and the module he is about to tackle. In a marketing sense, this question should be answered by the product that your business sells.

The second slide is a story line and the facilitator then proceeds to narrate it. "A young beautiful girl is sitting down waiting for the man of her dreams. Then, out of nowhere, he appears. He is just as she had hoped for, neatly combed hair, nice fair skin, and captivating eyes. He walks slowly towards her, flashing a very nice, wide smile. As he grows closer, her shyness grew bigger. As she was being consumed by her consciousness, she suddenly finds him in front of her. She then gathers enough courage to flash her own smile coupled with a sweet sounding hello. At that moment he frowns! She was so devastated to find out that it was her yellow teeth and bad breath that ruined her moment." The facilitator, as he narrates the story line, should try to generate excitement from the participants and build up the climax to be shown in the next slide.

The facilitator continues the narration. He then introduces Close-Up Toothpaste. It is toothpaste that gives you shiny white teeth and fresh breath and is both a toothpaste and mouthwash in one. For the moments you are up close."

In the fourth slide, the facilitator should emphasize that the product Close-Up is a perfect example because there is a clear positioning, that is a toothpaste and mouthwash in one that gives you shiny white teeth and fresh breath, to a clear target market that is young couples because they, and not the older people, are the ones that are mostly in the dating and courtship stages of their lives. In order to stress the selection, the facilitator could also mention that older people and married couples normally do not care anymore what their partner feel about their hygiene practices as much as younger people do. To illustrate the point, the facilitator could give the example of a lolo and lola about to kiss each other good night versus a high school boy

and girl about to kiss for the first time. And those are the special moments with your special someone that Close-Up is catering to.

The fifth slide revisits the example of Mang Arman and Aling Carol's Carinderia. Being Kapampangans known for good cooking, they serve delectable and sumptuous adobo, binagoongang baboy, fried rice, lumpiang shanghai, and afritada as samples of their cooked food products. Before proceeding to slide six, the facilitator could then ask what the different types of products are. He then follows it up by saying it depends on the type of business. But generically, it could be classified into three main categories.

He may now proceed to slide six by stressing that the first category is THINGS. The facilitator then rattles off the illustrated examples as follows: clothes, shoes, chairs, cellular phones, vases and pots, and computers. He should make it clear that these are merely examples and that there are many more products that are basically THINGS.

The next category is FOOD. The facilitator could then refresh the participants' mind by referring to the previous slide showing Mang Arman and Aling Carol's food products in their carinderia. He may then proceed to slide seven by again describing the graphically illustrated examples of cakes, pizza, popcorn, burgers and fries, and softdrinks and juices.

The third and last category, as shown in slide eight, is SERVICES. The facilitator differentiates it from the previous two by stressing that there is nothing tangible in this category while the former are clearly tangible and can either be touched, used or swallowed. The illustrations are the following: parlor, barber shop, service center, tailoring, and transportation-related such as jeepneys and pedicabs.

Slide nine is an assessment discussion which aims to show that there are instances when a product may consist of a combination of food and service. It goes back to Mang Arman and Aling Carol's Carinderia example. The facilitator should start by asking the participants if they think the carinderia has a service component or is purely product-driven. This could be a free-wheeling discussion wherein the participants will simply give their views on the subject matter. However, it is important for the facilitator to make sure that in his integration the following obvious points will be highlighted:

- a) that the carinderia is a combination of products and services
- b) the products are the cooked food and drinks
- c) the services include:
 - cooking (when food is actually cooked for the customers)
 - waiting (when customers' orders are taken)
 - serving (when they serve the orders)
 - cleaning (when the customers are finished eating)

Another answer that may not be as obvious is that part of the product and service is the provision of a dining place including tables, chairs, and utensils. The facilitator should make sure that all of the possible answers, as discussed, are drawn out.

Finally, the facilitator should ask each participant what their products are, emphasizing that they should clarify whether these are just products or do they include a combination of service as in the carinderia example? There is no need to critique the answers given since it is merely intended to get participation. However, the facilitator should make

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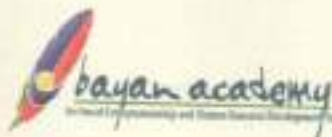
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Day 11

MARKETING STRATEGIES

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MODULE TITLE:

Ang Pag-alaga sa Kostumer

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TEACHING GUIDE 11



Module Title	:	MARKETING STRATEGIES
		By Rolando Averilla
Duration	:	1 day
Module Objective	:	To develop marketing strategies particularly in customer service and selling

**ANG PAG ALAGA SA KOSTUMER
PARA SIYA AY MAGING SUKI MO HABANG BUHAY**

Slide 1: Starts with the title: "Taking care of your customer", subtitled "Keep them for life!"

Slide 2 asks the simplest question of all, who is the most important person in a business? The answer, the customer of course! You have heard it time and time again, the customer is always right. Now, this may not be always true but the saying is a reflection on how important the customer is to any business. After all, what is the point of selling something if no one is going to buy it?

Customers have evolved over the years. In slide 3, the customer is said to have increased knowledge on products and services. The customer is also more fickle when it comes to services and products since he has so many choices to choose from. And most of all, the customer these days is more conscientious of costs, every peso is important.

Slide 4 also presents the customer as a female that you have to court. After all, the customer is being enticed left and right. Think of your competitors as rivals for the attention of the girl you are courting. In the next slide, open up a discussion amongst the participants by asking the men how do they court a shy girl? And ask the females of the participants how they prefer to be courted. The facilitator should listen to the answer and pick out any ideas that may be used for the topic at hand.

The facilitator must get the participants involved at this stage, by declaring the statement on slide 6, "Let us court the customer!"

The first step in slide 7 begins with "Let us make sure that the customer knows you are there." followed by "Make the customer notice you". Make the participants give suggestion, preferably, their own style of getting noticed. Moving on to the next slide, we ask the question "how?" referring to how should we make the customer notice us. Advertising is the answer. Give various examples of advertising such as media like TV, radio, newspapers. Another method of advertising is by using billboards and signs. One could also rely on word of mouth to spread news about you. The newest innovation in advertising would have to be texting. One could easily spread news about you by texting random people about it.

The second step to courting the customer is as stated in slide 9, "Make her notice you.", "Make sure she is curious about what you have to offer.", and lastly to "Introduce yourself". How do you do that? In slide 10, the best way is to let the customer try out your product herself. You can have a free sample give out or a taste-test. Another strategy is to offer a big discount on their first purchase.

The third step in slide 11 is to make sure you are one of her preferred businesses. How do you do this? Well, if you successfully did steps one and two, then this should be automatic since you have caught her eye and given her a good experience when it comes to your product / service. She should start to visit your business regularly, make sure you accommodate her needs to best of your ability.

Slide 13 now brings us to the fourth step, "Get her to go steady". Normally, this would be the hardest part of courtship, but if managed to complete the first three steps, then this should be easy. How do you get the customer to go steady? Make yourself her primary business of choice. Show the customer her importance by giving her discounts, special offers, reserving stocks for her, things that let her know how important she is to you.

Is that it? Does this end with that? Of course not! Any relationship must be taken to the next level, marriage! Now you don't need to buy the customer a ring, just make sure that the customer will no longer avail of any other related service or product other than yours. Make your business her trusted partner. The only way to do so is to be reliable. Once the customer realizes your reliability, she will no longer seek other products / services. Her confidence in your business will create a long lasting relationship.

In slide 16, we are asked, "What are the Ten Commandments for?" The answer is that they were given by god to be a ruler, a guide and a mirror for Christians to live their lives by. Following the commandments can almost guarantee a good and peaceful life. Now in the next slide, we are introduced to the Ten Commandments of Business.

Slide 18 states that the Ten Commandments of Business must be followed in order to have a successful business.

Slide 19 - The first commandment

Desire to be a better businessman. This entails being fair to your customers. Do not over price, or take advantage of your customer's weakness. Truly want to be a better businessman, in your heart and mind.

Slide 20 - The second commandment

Find out what your customers want and accommodate them. Take the time to talk to your customer so may find out what it is they truly want. Give them only the best, do not offer them low quality products / services.

Slide 21 - The third commandment

Promise them little, yet give a lot. Do not be boastful, offer only what you can afford. Surprise them with freebies that were unannounced. Be modest in your capabilities, do not over or unconfident.

Slide 22 - The fourth commandment.