



Davao del Sur State College
Brgy. Matti, Digos City, Davao del Sur

Marketing Management

Version 1





EM 317 – Marketing Management

LECTURE MODULE



MICHELLE A. ALCEBAR, MBA
ERIC C. RELLON, MABM

DATE OF EFFECTIVITY: 1st Sem SY, 2019-2020





TABLE OF CONTENTS

	PAGE
TITLE PAGE	i
TABLE OF CONTENTS	ii
Module 1: Understanding Marketing Management	
Lesson 1: An Overview of Marketing	1
Lesson 2: The Philippine Marketing Environment	8
Lesson 3: Market Segmentation	14
Module 2: Marketing Plan Beginner Guide	
Lesson 4: The Product	21
Lesson 5: Pricing	28
Module 3: Marketing Mix Strategies	
Lesson 6: Place	31
Lesson 7: Promotional Mix	35
Module 4: Marketing Plan	
Lesson 8: Development of Actual Product and marketing plan	40
COURSE SYLLABUS	43