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Technology and Livelihood Education

Home Economics

Module 14: Marketing Preserved Food



Alternative Delivery Mode
Module 14: Marketing Preserved/Processed Food
First Edition, 2020

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Published by the Department of Education
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Undersecretary: Diosdado M. San Antonio

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Printed in the Philippines by _____

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Technology and Livelihood Education

Home Economics

Module 14: Marketing

Preserved Food

Introductory Message

This Self-Learning Module (SLM) is prepared so that you, our dear learners, can continue your studies and learn while at home. Activities, questions, directions, exercises, and discussions are carefully stated for you to understand each lesson.

Each SLM is composed of different parts. Each part shall guide you step-by-step as you discover and understand the lesson prepared for you.

Pre-tests are provided to measure your prior knowledge on lessons in each SLM. This will tell you if you need to proceed on completing this module or if you need to ask your facilitator or your teacher's assistance for better understanding of the lesson. At the end of each module, you need to answer the post-test to self-check your learning. Answer keys are provided for each activity and test. We trust that you will be honest in using these.

In addition to the material in the main text, notes to the Teacher are also provided to our facilitators and parents for strategies and reminders on how they can best help you on your home-based learning.

Please use this module with care. Do not put unnecessary marks on any part of this SLM. Use a separate sheet of paper in answering the exercises and tests. And read the instructions carefully before performing each task.

If you have any questions in using this SLM or any difficulty in answering the tasks in this module, do not hesitate to consult your teacher or facilitator.

Thank you.



What I Need to Know

Marketing is more than advertising. It is everything you do to promote your food product from the moment you have it to the point at which consumers buy it.

To be successful, you need to take time to understand your product and learn how to market it. Based on this knowledge, you can begin to create strategies for where you will sell your food products.

This module is intended to help you market preserved food in varied and creative ways with pride.



What I Know

Study the word or phrase inside the box. Write your answer in Column A if it is a thing to consider in designing successful food package and in Column B if it is a thing to consider in packaging design trends. Write your answer on a separate sheet of paper.

research your competition	work on your overall design concept
repetition	select materials and type of packaging
add extra value	splashing of colors around
custom lettering	use technology
build narrative	compete with the product

A. Things to Consider in Designing Successful Food Packaging	B. Things to Consider in Packaging Design Trends
1.	1.
2.	2.
3.	3.
4.	4.
5.	5.

Lesson 1

Packaging Product

Packaging plays an important role when it comes to selling your products. This is because people weigh the quality of a product by taking a good look at its packaging. If packaging design makes a good first impression on them, they are likely to choose and buy the product. A label on the product is not just for providing some details and legal information. More than that, it helps people take a buying decision.



What's In

Why do we need rubrics in assessing the food preserved?



Notes to the Teacher

Begin by orienting learners with the relevance of the module in providing varied, relevant activities and opportunities in improving learner's skills. Remind the learner to answer *What I Know*, *What Can I Do* and *Assessment* to test their own progress. Let them answer on a separate sheet of paper.



What's New

Read the poem below and answer the questions that follow.

Fruit Bowl

Armelyn T. Agustin

Swinging as you sing
around the silver, metal rim
of the bowl.

Dancing round with
strawberries, bananas, guavas, mangoes,
jackfruits, and pineapples.

People lean back to look up
at your face,
you stare.

Ever so slightly at the fruit
colors, textures, flavors,
in its dome.

1. What is the poem about?
2. What are the fruits mentioned? Can these be preserved?
3. Can you name some fruit preserved products which are available in the market? Which one do you usually buy? Why?
4. If you were given a chance to design the package and label of the preserved fruit product, how would you do it?



What is It

Marketers now believe that a good packaging design has a ripple effect on people. Once a person has found that the packaging is presentable, he or she is likely to take its photo and share it with friends on social media.

With the new trends, packaging design are constantly changing and it goes the colors, shapes, symbols, lines, etc. that may attract the customers.

As a creative designer, one would like to show his imagination and style. It gives the current design in the industry, which enhances the look of the product.

7 Packaging Design Trends

1. Simple, Clear and Bold Designs

Packaging designers have been emphasizing on creating simple and clean designs, which people can understand instantly. Clean designs are useful in sending a brand message successfully to customers. The designers understand that using minimal elements in a package design will elevate the product. A clean-cut design will surely convey a clear product message.

2. Custom Lettering

Designers are creative people. They love to see things in their own unique way. They want a customize label to show their identity. Custom lettering includes elements like irregular lines and natural texture. This type of unique lettering helps in making a product stand out and breaks the traditional trend of using digital designs.

3. Splashing Colors Around

Another fast developing trend in packaging design is the wild use of colors. We know that colors evoke emotions and are responsible to an extent for purchasing decisions. Packaging designers have been using colors in exciting ways. They are incorporating bright colors with vibrant shades to make packaging attractive for customers. The designers are also using colors to show the difference between variants of a product. Customers can immediately identify a particular variant of a product without going through all the range.

4. Repetition

Repetition has its own place in creating amazing graphic designs. You can notice this pattern everywhere in many designs from the past and present. In product packaging design, repetition of beautiful patterns has become a fad. Repetition of a visual motif has a purpose of creating a strong product message. The designers create bold or playful pattern depending on the personality of the product.

5. Build Narrative

Packaging design needs to convey some stories/messages about the product that customers may instantly connect with a product. Some designers use a storytelling technique of illustration for telling a product's story. The illustration is content-rich & gives the customer a taste of forgotten stories.

6. Pastel Colors

Calming design of packages is the new trend. Pastel colors will give the impression of being neutral, explosive, and bright colors. Packaging designers continue with the use of bold and bright colors. It looks different by giving a pale effect to the product packaging. This also helps in giving a warm and candid aura to the product.

7. Unique Shapes

The designers create unique shapes and labels in packaging the products. They want a product that should catch the eye of the potential customers immediately. Creating unique shape and label of packaging design may look extreme, but it draws people's attention. These types of designs speak for the product loudly and clearly.

Things to Consider in Designing Successful Food Packaging

1. Select materials and type of packaging
2. Get familiar with the product
3. Gather all necessary information
4. Research your competition
5. Work on your overall design concept
6. Pick the main design elements
7. Add extra value
8. Use technology (*example: computer*)
9. Check the final design

What Must Be on a Food Label?

A food label carries useful information about a product. It helps protect the public health and safety by displaying information and warning statements. This food contains an additive or allergen that may harm your health. It allows you to compare similar products and choose the one that suits your needs. It advises you also when to use it, how to store, how to prepare, what is made of, its size and weight and the manufacturer's contact.

The following are the details that should be found in a food label.

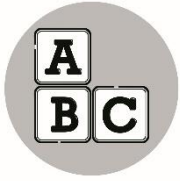
- A. name and description of the product
- B. net weight
- C. date mark/product expiration

- D. ingredient list
- E. nutrition information panel

- F. allergy warning
- G. name and address of the manufacturer
- H. country of origin
- I. storage instructions
- J. lot or batch number

Read and analyze each question. Write your answers on a separate sheet of paper.

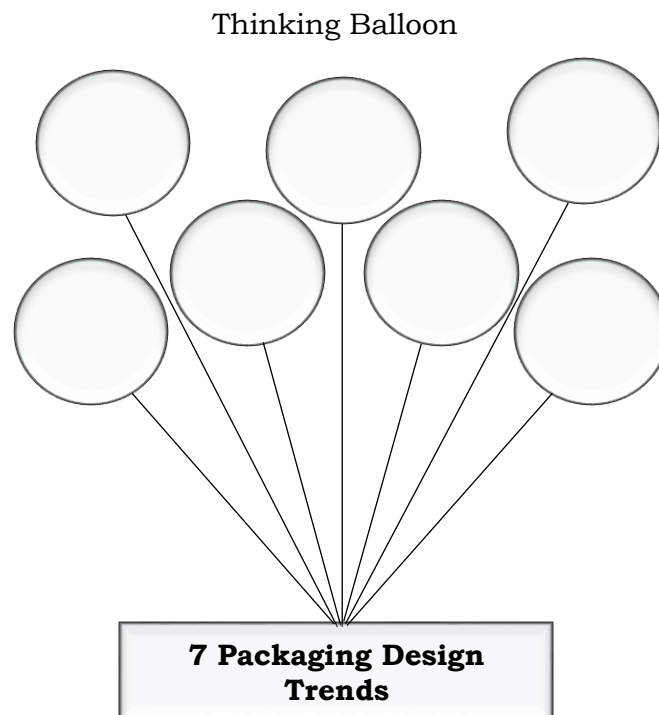
1. What is food packaging?
2. What are the seven (7) packaging design trends?
3. What are the details needed in a food label? Why is it important?
4. What are the things to consider in designing successful food packaging?
5. If you were to package the product from food preservation, how will you do it?



What's More

Activity 1

Complete the Thinking Balloon on the next page with the seven (7) packaging design trends. Write your answer on a separate sheet of paper.



Activity 2 Tri-question Approach

Study the tri-question approach below. Write your answer on a separate sheet of paper.

1. What is a food label?
2. What are the important information that should be found in a food label?
3. What are the things to consider in designing a food package? Is it important to follow these things? Why or Why not?




Activity 3 Be Creative!

Read, study and evaluate the situation inside the box. Based on your evaluation of the package design, rate and accomplish the scoring card carefully on the next page.

Situation:

If you were given the chance to pack and design your own product (pickled papaya) how would you do it? Use your skills in product packaging and designing. Make an artistic label of your product.

Evaluate yourself by checking the appropriate oval.

CRITERIA	HOW'S YOUR MASTERY	REMARKS
1. Designs creative and artistic packaging of the product for sale using locally sourced materials. 2. Makes an appropriate and informative labels of the product for sale.	<input type="radio"/> Confident	
	<input type="radio"/> Comfortable	
	<input type="radio"/> Doubtful	

Rating Scale:

- Outstanding (Performance consistently met expectations in all essential areas of responsibility, at times possibly exceeding expectations, and the quality of overall was very good.)
- Very satisfactory (Performance did consistently meet expectations-performance failed to meet expectations in one or more essential areas of responsibility, and/or one or more of the most critical goals were not met, and the quality of overall was good.)
- Unsatisfactory (Performance was consistently below expectations in most essential areas of responsibility, and/ a reasonable progress toward critical goals were not met, and the quality of overall was poor.)



What I Have Learned

Complete the thought of the sentence.

1. Packaging designers have been emphasizing on creating _____ and _____ designs, which people can understand instantly.
2. The different packaging design trends are _____.
3. Selecting the materials and type of packaging, getting familiar with the product, gathering all necessary information, getting digital, and checking the final design are some of the things to consider when _____.
4. A _____ carries useful information about a product. It helps protect public health and safety by displaying information and warning statements.
5. The different details found on a food packaging label are _____.



What I Can Do

Let's Think Beyond!

Take a look of the pictures below. Choose one concept in packaging and apply it. Use the rubric below to rate your work.



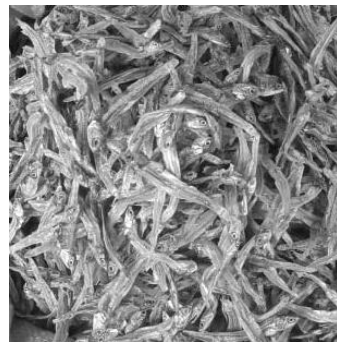
dried fish



shrimp paste / *bagoong*



banana chips



sweet and spicy *dilis*

PERFORMANCE RUBRIC

CRITERIA	5	3	1
Design of Exterior Packaging	The packaging shows that the learner took great pride in his/her work. The design and construction look carefully planned. The item is neat. The packaging is complete.	The packaging shows that the learner took pride in his/her work. The design and construction look planned. The item has few flaws, but these do not detract from the overall look.	The packaging looks thrown together at the last minute. It appears a little design or planning was done. Craftsmanship is poor.
Wise Use of Materials	Thinking and planning are very evident in choosing the materials. All packaging materials are recyclable.	Thinking and planning are evident in choosing the materials. All packaging materials are 50% recyclable.	Thinking and planning are not evident. Materials produce a lot of waste and not recyclable.
Durability	The package is sturdily built. It resists in crushing and movement.	Some parts of the package are sturdy but one weak area caved in or tore with pressure and movement.	The package is flimsy. Damage to package content is inevitable.
TOTAL			

Total Score= _____out of 15 points possible



Assessment

Read and analyze each sentence. Write **TRUE** if the sentence is correct. **FALSE** if the sentence is incorrect. Write your answer on a separate sheet of paper.

1. When it comes to selling your product, packaging and design matters a lot.
2. Selecting the materials and type of packaging should be considered in designing your product.
3. Food label is not important in food packaging and designing.
4. Designers are experimenting with the packaging unique shapes. They want the product to catch the eye of the potential buyers.
5. Marketers believe that a good packaging design has a ripple effect on the Customers.
6. Packaging designs are constantly changing in colors, shapes, lines and symbols.
7. Repetition of a visual motif has no purpose in creating a strong brand message and identity.
8. Irregular lines and natural texture are unique type of lettering which help a product looks more attractive to customers.
9. In designing a food label nutrition information panel, net weight, and date mark are more of important than storage instruction and lot or batch number.
10. A good packaging design may look extreme and it draws customer's attention.



Additional Activities

Look for a food package available in your home. Check the packaging design. Does it follow the things to consider in designing a product package? Examine the label. Does it contain the important details?

Lesson 2

Technology in Product Advertising

Technology evolves rapidly and can change characteristics of the community. Technology such as the web, mobile phones, social media, and customer relationship greatly affect modern marketing. It helps businesses grow and prosper, create relationships, strengthen the effectiveness, allow people to learn about one another, and greatly affects the way we communicate with our prospective buyers. Every marketer is to view technology an important factor when it comes to development and growth.

Through the use of internet, customers have gained access to lots of data. With just a click of a button customers can gain meaningful insights about different products and services. They can compare products, find lower prices, read reviews, and even communicate with others about product quality and buyer satisfaction.



What I Know

Multiple Choice. Choose the letter of the correct answer. Write your answer on a separate sheet of paper.

1. A website for business necessities for marketing products that allows plenty of room to share product details, reviews, photos and videos that engage potential customers use _____.
A. radio
B. newspaper
C. internet
D. magazine
2. Which technology is used in marketing your product using text messages to send special coupons or deal to people?
A. telephone
B. mobile phone
C. radio
D. telegraph
3. Which of the following types of advertising pay commercial radio stations for airtime?
A. newspaper
B. TV ads
C. online ads
D. radio ads
4. The quick and easy way to communicate information on new products to a large number of people is called _____.
A. social media
B. social science
C. blog
D. radio

5. When customers feel like they have a way to access you if they have questions and feel like you genuinely care about their opinions, they become more _____ to your brand.
- | | |
|-------------|----------|
| A. dislike | C. loyal |
| B. friendly | D. angry |
6. It is a form of marketing and advertising strategy to promote products which uses internet to attract customer.
- | | |
|-------------------|-----------------|
| A. online ads | C. poster ads |
| B. phone call ads | D. brochure ads |
7. Most people around the world use this kind of technology. So advertisers use this to advertise and promote products.
- | | |
|-----------------|-------------------|
| A. radio ads | C. television ads |
| B. Facebook ads | D. newspaper ads |
8. It is the ability for organization and individual to advertise their products or services over mobile phone devices.
- | | |
|------------------|------------------|
| A. online ads | C. radio ads |
| B. cellphone ads | D. newspaper ads |
9. It is an informative paper documents that can be folded into a leaflet to inform prospective customers.
- | | |
|-------------|-------------|
| A. brochure | C. internet |
| B. online | D. facebook |
10. It is form of paper advertisement intended for wide distribution, posted or distributed in public places, handed to individuals or sent through the mail is called _____.
- | | |
|-------------|--------------|
| A. magazine | C. newspaper |
| B. flyer | D. brochure |



What's In

1. Do you know how to package your products?
2. What are the things to remember in packaging your products?
3. What is the importance of food label?
4. What are the information found in a food label?



Notes to the Teacher

Begin by orienting learners with the relevance of the module in providing varied, relevant activities and opportunities in improving learner's skills. Remind the learner to answer *What I Know*, *What Can I Do* and *Assessment* to test their own progress. Let them answer on a separate sheet of paper.



What's New

Study the picture and answer the questions that follow.



1. What is the use of cellphone?
2. Can we reach people around the world by using this kind of technology?
How?



What is It

Technology in Product Advertising

Advertising plays a vital role to any form of business. It helps the customer to know about the available product, its uses and prices in their market. Advertisement comes in any shapes, types and forms. At the end of this lesson you would be able to learn the uses of technology in advertising products.

Technology is the use of digital signage. It is a trend that allows businesses to capture the attention of customers and market specific products to them. Providing excellent customer service is a key to successful sales and marketing.

1. Newspaper advertising is a form of advertising use long time ago. It is the first kind of advertising to introduce products to public consumer like food preservation.
2. Online advertising is the use of internet as a medium of marketing strategy for promoting a certain products or digital advertising.
3. Twitter advertising helps promote products and connects to interested consumer globally using twitter account.
4. YouTube Ads promotes products through Google ads to potential consumers. This could be video playing before a consumer views another products.
5. Television ads is effective in promoting food products to convey audience to patronize such product. It is also called TV commercial Ads to showcase products or services in all ages, status in life, location and anytime of the day.
6. Mobile phone advertising is a device use for easy communication and reaching people around the world. It is used by advertiser to promote products like food preservation.
7. Social media advertising is the quickest and most effective technology to connect with target consumer. It is the most influential and great way of digitally advertising brand of any products.
8. Banner advertising is a rectangular graphic display that stretches across the top, bottom, or sides of a website or online media property. There are different types of banner ads, layouts, formats, and styles display on different location and can attract the attention of consumers.
9. Facebook is the easiest way in advertising products to consumer regardless of age and places they live in.
10. Brochure is a folded or unfolded paper ads like pamphlet, leaflet, for promoting food preserve products to public consumer.
11. Flyer is a small sheet of paper advertisement for wide distribution, posted in public places, sent through mails, or handed out to individuals.

Answer the following questions. Write it on a separate sheet of paper.

1. What is technology?
2. What is advertising?
3. What are the types of technology used in advertising a product?
4. Is it important to use technology in advertising your product? Why?
5. What technology will you use in advertising your product? Why?



What's More

Activity 1.1 Word Hunt

The puzzle below contains different technology in advertising the products. Look for the (8) eight different technology used. Write your answer on separate sheet of paper.

S	o	c	i	a	l	m	e	d	i	a	u	t
Y	c	h	f	c	a	n	d	i	e	s	t	e
O	d	u	l	a	m	a	n	g	o	m	w	c
U	g	u	y	g	c	r	g	y	u	o	i	h
T	g	b	e	s	t	e	j	k	l	b	t	n
U	e	a	r	d	r	u	b	t	h	i	t	o
B	l	n	f	o	f	s	q	o	j	l	e	l
E	o	n	u	n	c	b	w	u	o	e	r	o
A	r	e	b	l	u	h	g	h	a	k	j	g
S	t	r	l	i	c	e	u	c	r	e	a	y
D	y	s	i	n	r	g	h	r	j	k	l	u
F	u	t	n	e	i	c	e	f	e	s	u	i

Activity 2.1

Fill in the blanks the correct answer. Choose your answer inside the box below. Use a separate sheet of paper to answer.

youtube	advertising	social media	brochure
digital signage	facebook	internet advertising	television
mobile phone	applications	newspaper advertising	flyer

1. Online Advertising is also known as _____ or digital advertising.
2. Technology is the use of _____.
3. The ability for organizations and individuals to advertise their product or service using text messages is called _____.

4. It is a term used to describe online advertising that focused on social networking sites.
5. It is the most targeted form of advertising nowadays. We can access this if we have our facebook account.
6. It is an informative paper document (often also used for advertising) that can be folded into a template, pamphlet or leaflet.
7. It is the first kind of advertising most businesses are doing. It displays advertisement along editorial content.
8. It reaches potential customers and have them take action when they watch or search for videos on _____.
9. It helps the customer know about the available products, its uses and prices in the local market.
10. It is a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place, handed out to individuals or sent through the mail.

Activity 3.1

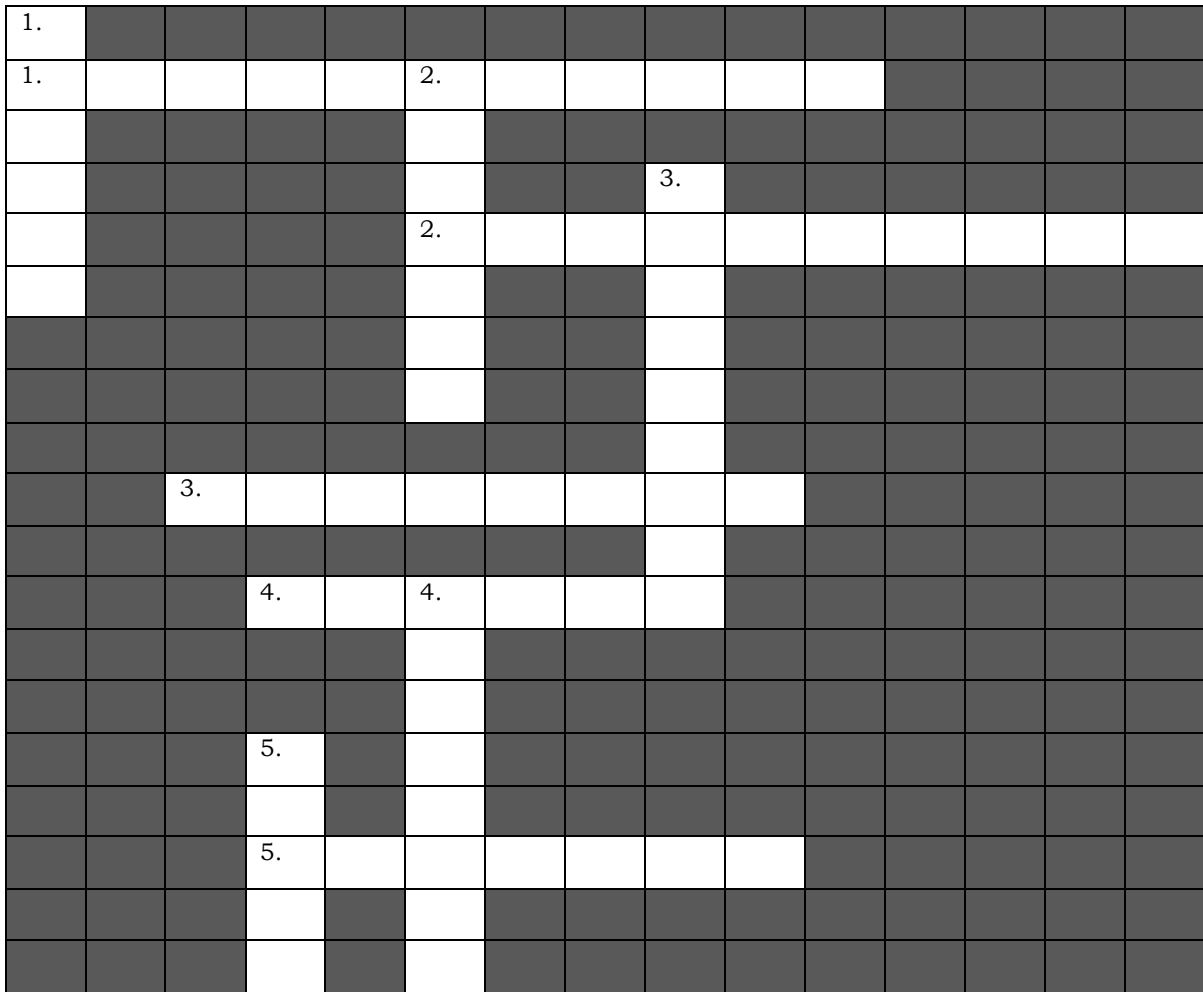
Complete the crossword puzzle with the technology in advertisement described.

ACROSS

1. It plays a vital role to any form of business.
2. It conveys a message, aimed to market a product.
3. It is the most targeted form of advertising.
4. The communication of products or services to mobile devices and smartphone consumers.
5. It reaches potential customers and have them take action when they watch or search for videos.

DOWN

1. A particular kind of online advertising resource that often shows up at the top or side of a webpage.
2. It is designed to help you connect with a global audience.
3. It is generally carried out as text messages or applications.
4. It is an informative paper document that can be folded into a template, pamphlet or leaflet.
5. A form of paper advertisement intended for wide distribution.



What I Have Learned

Complete the thought of the sentence.

1. To attract consumers and buyers of processed food nowadays, some producers use _____ in advertising their products.
2. Some examples of technology in advertising are _____.



What I Can Do

My Own Advertisement

- I. Instructions:
 1. Select one (1) preserved food product at home or within the locality.
 2. Advertise the chosen preserved food product.
 3. Use technology in advertising the product.

- II. Presentation of product advertisement using the following format
 - * Ingredients
 - * Packaging design
 - * Brand name of the product
 - * Manufacturing and expiration date


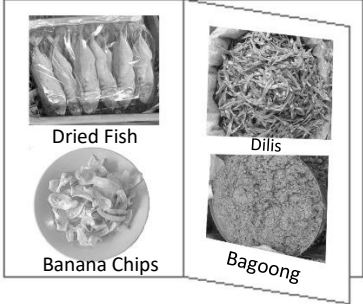

Evaluate your own advertisement by rating the score in the rubrics. Write your answer on a separate sheet of paper

Criteria	5 Excellent	3 Good	2 Needs Improvement	1 Poor	Score
Relevance	All images or pictures created are relevant to the product.	Some images or pictures created are not relevant to the product.	Most of the images or pictures created are not relevant to the product.	All images and pictures created are not relevant to the product.	
Creativity	Work is very creative and unique because it has an animation effect.	Work is simple and no animation effect.	The work created needs some enhancement.	The work created is not complete.	
Picture and Color Harmony	Pictures and colors are appropriate.	Pictures are appropriate, but the color is dull.	Pictures and colors are inappropriate.	Pictures are inappropriate and no color used.	
Visual Impact	The work reflects extensive use of tools in a unique way.	Tools are used correctly in a simple way.	Tools are not used in a relevant manner.	Tools are not totally used.	

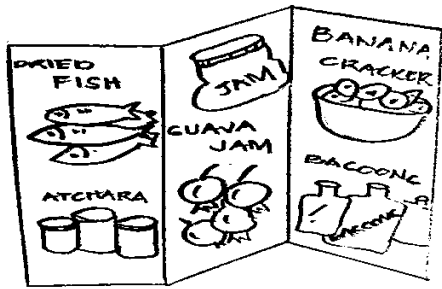


Assessment

Study each picture in column A and with its corresponding name in Column B.
Use a separate sheet to answer.

A	B
<p>1.</p> 	<p>A. Banner advertising</p>
<p>2.</p> 	<p>B. Flyers</p>
<p>3.</p> 	<p>C. Facebook</p>

4.



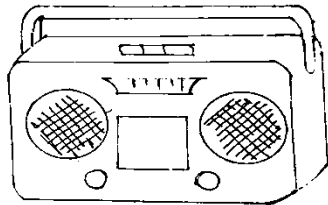
D. TV

5.



E. Brochure

6.



F. Newspaper

7.





G. Radio

8.



H. Mobile Phone

<p>9.</p> 	<p>I. Online advertising</p> <p>J. Digital Signage</p>
<p>10.</p> 	<p>K. advertisement</p>



Additional Activities

Make any preserved food. Use the technology in advertising your finished product. Choose only one ad to promote it.



Answer Key

Lesson 1

Assessment

1. True
2. True
3. False
4. True
5. True
6. True
7. False
8. True
9. False
10. True

What's More

Activity 1.1

1. Simple clear and bold, custom lettering, splashing colors, repetition, build narrative, pastel colors, unique shapes
1. A food label carries useful information about a product. It helps protect the public health and safety by displaying information and warning statements.
2. name and description of the product, net weight, date mark/product expiration, ingredient list, nutrition information panel, allergy warning, name and address of the manufacturer, country of origin, storage instructions, lot or batch number

3. Things to Consider in Designing Successful Food Packaging

1. Select materials and type of packaging
2. Get familiar with the product
3. Gather all necessary information
4. Research your competition
5. Work on your overall design concept
6. Pick the main design elements
7. Add extra value
8. Use technology *(example: computer)*
9. Check the final design

Activity 3.1

Refer to the rubrics on page 10.

What I Know

Things to consider in designing successful food packaging

1. Research your competition
2. Compete with the product
3. Add extra value
4. Use technology
5. Work on your overall design concept

Tips for designing a creative label and packaging

1. Repetition
2. Custom lettering
3. Build narrative
4. Select materials and type of packaging
5. Splashing colors

Lesson 2

Assessment

1. c
2. b
3. a
4. e
5. d
6. g
7. h
8. f
9. i
10. j

What's More

Activity 1.1

1. social media
2. Technology
3. twitter
4. mobile
5. youtube
6. flyer
7. banner
8. facebook
9. brochure
10. internet

Activity 2.

1. Internet Advertising
2. Digital Signage
3. Mobile phone
4. Social Media
5. Facebook
6. Brochure
7. newspaper Advertising
8. YouTube
9. Advertising
10. flyer

Activity 3.1

Across

1. Advertising
2. Television
3. Facebook
4. Mobile
5. Youtube

Down

1. Banner
2. Twitter
3. Cellphone
4. Brochure
5. Flyers

What I Know

1. c
2. b
3. d
4. a
5. a
6. a
7. b
8. b
9. a
10. b

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