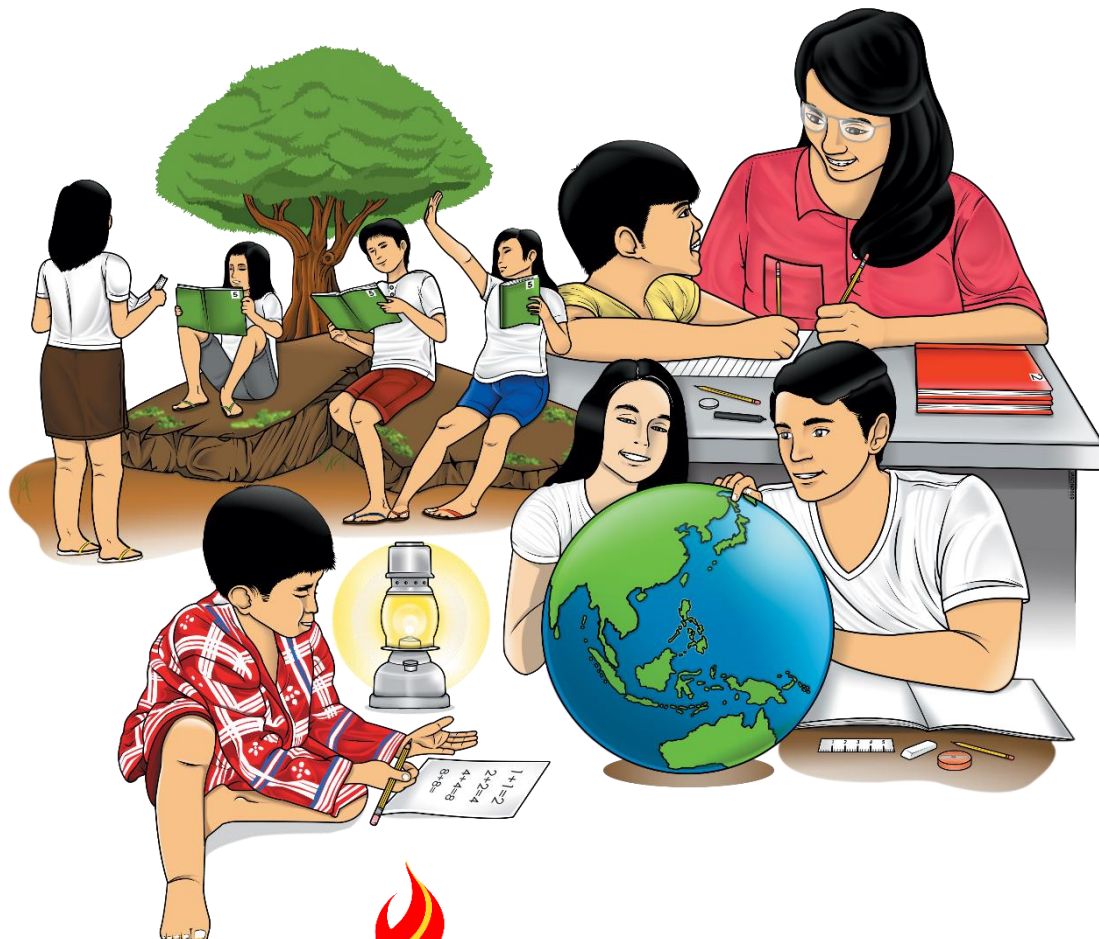


Technology and Livelihood Education

Home Economics

Module 8: Marketing of Household Linens



TLE(HE) – Grade 6
Alternative Delivery Mode
Module 8: Marketing of Household Linens
First Edition, 2020

Republic Act 8293, section 176 states that: No copyright shall subsist in any work of the Government of the Philippines. However, prior approval of the government agency or office wherein the work is created shall be necessary for exploitation of such work for profit. Such agency or office may, among other things, impose as a condition the payment of royalties.

Borrowed materials (i.e., songs, stories, poems, pictures, photos, brand names, trademarks, etc.) included in this module are owned by their respective copyright holders. Every effort has been exerted to locate and seek permission to use these materials from their respective copyright owners. The publisher and authors do not represent nor claim ownership over them.

Published by the Department of Education
Secretary: Leonor Magtolis Briones
Undersecretary: Diosdado M. San Antonio

Development Team of the Module

Writers: Juvy G. Embucado, Lovelyn S. Alcayaga

Editors: Gorgonio A. Batilanan Jr., Jocelyn D. De los Reyes, Eva B. Fabraquel

Reviewers: Marvic S. Martinez, Jocelyn D. Sunsona, Joan C. Adoyogan

Illustrator: Jazzie D. Albaladejo

Layout Artist: Dean Pierre A. Besana, Jackielyn S. Cabangal

Lourdes Eleanor M. Miranda

Management Team: Ramir B. Uytico

Pedro T. Escobarte

Elena P. Gonzaga

Donald T. Genine

Celestino S. Dalumpines IV

Marvic S. Martinez

Jocelyn D. Sunsona

Joan C. Adoyogan

Printed in the Philippines by _____

Department of Education – Region 6

Office Address: Duran Street, Iloilo City, 5000

Telefax: (033)509-7653; (033)336-2816

E-mail Address: region6@deped.gov.ph

6

Technology and Livelihood Education

Home Economics

**Module 8: Marketing of
Household Linens**

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

This module was designed and written to help you to markets finished household linens in varied/creative ways.

The module is divided into two lessons, namely:

- Lesson 1 Packaging Product
- Lesson 2 Technology in Product Advertising

After going through this module, you are expected to:

1. package products for sale creatively/artistically, prepare creative package and use materials sourced locally, package products artistically, and label package product; and
2. identify the technology used in advertising the products



What I Know

Choose the letter of the best answer. Write your answer on a separate sheet of paper.

1. This type of packaging is simple and effective that protects your product from moisture, dust and other unwanted elements.
 - A. rolled packaging
 - B. taped packaging
 - C. semi-open box
 - D. see-through packaging
2. This is usually used for wholesale marketing where bulks of products are bought.
 - A. ribbon packaging
 - B. rolled packaging
 - C. taped packaging
 - D. semi-open box
3. This type of packaging allows to stack products easily, while allowing others to see what the product inside looks like.
 - A. taped packaging
 - B. semi-open box
 - C. rolled packaging
 - D. see-through packaging

4. Products are packaged to send a message to people about the product you are selling.
 - A. for protection
 - B. for advertising
 - C. for convenience
 - D. for informing

5. This is the purpose of packaging that allows to transmit information with the use of labels.
 - A. for advertising
 - B. for protection
 - C. for convenience
 - D. for informing

6. This is a purpose of packaging that designed to make handling the products more convenient.
 - A. for advertising
 - B. for protection
 - C. for convenience
 - D. for informing

7. This is a purpose of packaging that protects the product from being exposed to heat, moisture, dust, and other things that can cause damage.
 - A. for advertising
 - B. for protection
 - C. for convenience
 - D. for informing

8. It tells how to use the product, where it was made, who made it, and other information.
 - A. product
 - B. label
 - C. texture
 - D. design

9. This packaging uses recycled paper with printed information about the product.
 - A. rolled packaging
 - B. see-through packaging
 - C. taped packaging
 - D. ribbon packaging

10. This type of simple packaging uses minimal cover with a label and information about the product or the brand.
 - A. ribbon packaging
 - B. semi-open box
 - C. rolled packaging
 - D. see-through packaging

Lesson

1

Packaging Product

Packaging matters a lot 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 buy the product. So, 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.

Packaging should work in tandem with the product to create the best impact. Make it clear what a particular product is for and the brand information. It should determine what sort of message the product is sending to the consumer. Packaging should be honest by showcasing the item for what really is.



What's In

Arrange sequence of sewing a table runner by indicating its correct order of steps from 1-8. Write your answer on a separate sheet of paper.

- _____ Check its parts and remove hanging threads.
- _____ Lay the drafted pattern on the fabric.
- _____ Sew the hemline all around the fabric by hand.
- _____ Press.
- _____ From the edges of the pattern, mark the fabric with $\frac{1}{2}$ -inch.
- _____ Cut the fabric.
- _____ Baste the hem, fold the $\frac{1}{2}$ inch allowance inward.
- _____ Pin the pattern on the fabric to keep in place.



What's New

All your household linens are sewn and ready to be disposed. How will you market them in order to attract customer?



What is It

Purpose of Marketing Product

1. **Advertise**- Products are packaged to send a message to people about the product you are selling. The image or look of your package will communicate to buyers what kind of business you are running, how much thought is put into your product, and how careful you are with handling your items.
- 2. **Inform**- Packaging allows you to transmit information with the use of labels. Labels tell how to use the product, how to use it, where it was made, who made it, and other information.
- 3. **Protection**- A package protects your product from being exposed to heat, moisture, dust, and other things that can cause damage.
- 4. **Convenience**- some packages are designed to make handling the products more convenient. Some packages are designed to make it easier for products to be stacked on top of one another, and others are designed to make it easier to carry many products all at once.

Ways and Steps of Packaging the Products

There are other uses of packaging, such as proofing your product from tampering, and ensuring that your product is an authentic brand.

Semi-open box

This type of packaging allows you to stack your products easily, while allowing others to see what the product inside looks like. This is ideal for household linens that have different prints or texture, so that customers can easily compare them with each other without the need of taking them out of the box. The following steps are:

- A. Use a square box.
- B. Cut the top side and make a V-shape design.
- C. Wrap with a ribbon.
- D. Fold the linen in creative way and place it on the box.



See-through packaging

This type of packaging is simple and effective at protecting your product from moisture, dust, and other unwanted elements. It also allows people to see the whole product without taking it out of its packaging. The following steps are:

- A. Measure ½ meter of plastic wrapper.
- B. Fold in any shape you want.
- C. Place the linen inside the plastic wrapper in creative way.
- D. Sealed or locked.



Rolled packaging

This packaging is very simple and easy to prepare. It usually uses recycled paper with printed information about your brand. The paper is fastened together with clear tape. The following steps are:

- A. Cut recycled paper 2 inches width and 5 inches in length.
- B. Roll the linen and wrap with the recycled paper.



Taped packaging

This is also simple, straightforward, and easy to prepare, but lacks presentation. This usually used for wholesale marketing where bulks of products are bought. The following steps are:

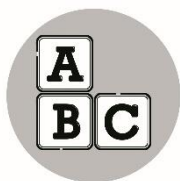
- A. Fold the linens in creative way.
- B. Tape with packing tape or scotch tape.



Ribbon packaging

This is also another simple type of packaging because of its minimal cover. The ribbon can be plain or printed, and usually comes with a label information about the product or the brand. The following steps are:

- A. Measure 1 meter ribbon.
- B. Fold the linens in creative way.
- C. Tie the ribbon around the folded linen.



What's More

Activity 1

Choose the letter of the best answer. Write your answer on a separate sheet of paper.

1. This type of packaging allows to stack products easily, while allowing others to see what the product inside looks like.
 - A. taped packaging
 - B. semi-open box
 - C. rolled packaging
 - D. see through packaging

2. This type of packaging is simple and effective that protects your product from moisture, dust and other unwanted elements.
 - A. rolled packaging
 - B. taped packaging
 - C. semi-open box
 - D. see through packaging

3. Products are packaged to send a message to people about the product you are selling.
 - A. for protection
 - B. for advertising
 - C. for convenience
 - D. for informing

4. This is the purpose of packaging that allows to transmit information with the use of labels.
 - A. for advertising
 - B. for protection
 - C. for convenience
 - D. for informing

5. This is usually used for wholesale marketing where bulks of products are bought.
 - A. ribbon packaging
 - B. rolled packaging
 - C. taped packaging
 - D. semi-open box

6. Which of the following purposes of packaging that designed to handle the products more conveniently?
 - A. for advertising
 - B. for protection
 - C. for convenience
 - D. for informing

7. This is a purpose of packaging that protects the product from being exposed to heat, moisture, dust, and other things that can cause damage.
 - A. for advertising
 - B. for protection
 - C. for convenience
 - D. for informing

8. This packaging uses recycled paper with printed information about the product.
 - A. rolled packaging
 - B. see-through packaging
 - C. taped packaging
 - D. ribbon packaging

9. This type of simple packaging uses minimal cover with a label and information about the product or the brand.
 - A. ribbon packaging
 - B. semi-open box
 - C. rolled packaging
 - D. see-through packaging

10. It tells how to use the product, where it was made, who made it, and other information.
 - A. product
 - B. label
 - C. texture
 - D. design

Activity 2

Match column A to column B that corresponds the correct answer. Write the letter of correct answer on a separate sheet of paper.

A	B
___ 1. for convenience	a. This type of packaging uses recycled paper with printed information about the product.
___ 2. for protection	b. This is a purpose of packaging that protects the product from being exposed to heat, moisture, dust, and other things that can cause damage.
___ 3. Label	c. This is a purpose of packaging that designed to make handling the products more convenient.
___ 4. rolled packaging	d. This type of simple packaging uses minimal cover with a label and information about the product or the brand.
___ 5. ribbon packaging	e. It tells how to use the product, where it was made, who made it, and other information.

Activity 3

Read the given situation below. Rate your performance using the scoring rubrics below.

Situation:

Demonstrate the proper way of packaging a household linen using the open box method.

PERFORMANCE RUBRIC

CRITERIA	Excellent 5	Very Satisfactory 3	Satisfactory 1
Effort/Neatness	Showed excellent effort and all related work is shown neatly and well organized	Showed good effort and most related work is shown neatly and well organized	Showed a little effort and a little of the related work is shown neatly and well organized
Work Habits	Showed excellent sign of work habits.	Showed very good sign of work habits.	Showed a little sign of work habits.
Gen. Appearance	Very pleasing, durable and presentable.	Pleasing, durable and presentable	Unpleasing, not durable.
Speed and Accuracy	Finished ahead of time, all measurements are correct.	Finished on time. Almost of the measurements are correct.	Finished more than allotted time. Some of the measurements are not correct.
Correct Use of Tools/Materials	All tools materials were appropriately and correctly used.	Some tools materials were appropriately and correctly used.	No tools were appropriately and correctly used.
TOTAL			

Total Score= _____ out of 25 points possible



What I Have Learned

Complete each sentence below. Fill in the blank with correct answer. Write your answer on a separate sheet of paper.

1. Packaging should be _____ by showcasing the item for what really the product shown.
2. The ways of packaging the products are _____, _____, _____, _____, _____.
3. The common purpose of packaging is for _____ that products are packed to send message to people about the product you are selling.
4. Labels tell how to use the product, _____, _____, and for other information
5. A package protects your product from being exposed to _____, _____, _____, and other things that can cause damage.



What I Can Do

Perform the following ways to package a household linen using the following materials.

Materials: 5 pieces table runner, shoe box, ribbon, packing tape, plastic cover and recycled paper

Procedure:

1. Prepare all the materials needed and make your package using the different ways of packaging creatively.
2. Observed carefully the proper packaging of your product.
3. Evaluate your finished product based on the performance assessment criteria given below.

PERFORMANCE RUBRIC

CRITERIA	5	3	1
Design of Exterior Packaging	The packaging shows that the students took great pride in his/her work. The design and construction look carefully planned. The item is neat.	The packaging shows that the students took pride in his/her work. The design and construction look planned. The item has a 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 is very evident in choice of materials. All packaging materials are recyclable.	Thinking and planning is evident in choice of materials. All packaging materials are 50% recyclable.	Thinking and planning is not evident. Materials produce a lot of waste and not recyclable.
Durability	The package is sturdily built. Resist in crushing and movement.	Some of the package is sturdy but one weak area caved in or tore with pressure and movement.	The package is flimsy and fell apart easily. Damaged to package content is inevitable.
TOTAL			

Total Score = _____ out of 15 point



Assessment

rolled packaging	for advertising	see-through packaging
taped packaging	semi-open box	ribbon packaging
packaging	for convenience	
labels	for protection	

Read each statement carefully. Identify and choose the answer in the box. Write your answer on a separate sheet of paper.

1. This type of packaging allows you to stack your products easily, while allowing others to see what the product inside looks like.
2. It is a strategy that will help to identify the ways and create more sales.
3. This type of packaging uses recycled paper with printed information.
4. This type of packaging is usually used for wholesale marketing where bulks of products are bought.
5. It is a purpose of packaging that the products are packaged to send message to people about the product you are selling.
6. This is a simple type of packaging because of its minimal cover.
7. It is a purpose of packaging that are designed to make handling the products more convenient.
8. This packaging allows people to see the whole product without taking it out of its packaging.
9. It is a purpose of packaging that tell how to use the product, where it was made, who made it, and other information.
10. It is a purpose of packaging that protects your product from being exposed to heat, moisture, dust, and other things that can cause damage.



Additional Activities

Make your own packages of table runner by applying the different ways of packaging the products for sale creatively/artistically, by using locally source of materials and labels packaged product.

Lesson**2****Technology in Product Advertising**

New technology has prompted most business to engage in its use especially in terms of fast-paced selling or promoting products. As a computer has become a tool for every business and home, most of the entrepreneur engages the buyers through the use of internet marketing. The following ways can be used to advertise your linen products using technology.

***What I Need to Know***

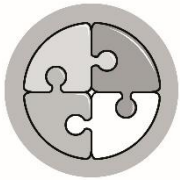
This module was designed and written to use technology in advertising linen products (table runner).

***What I Know***

Read the statements and check the box that corresponds to the description.

	Television	Print	Facebook	Blogging	Vlogging
1. A type of social media where you can post, share, upload, and like					
2. A piece of equipment with a screen that receives images and sounds					
3. A type of technology appear on paper or cloth by using a					

machine (called a printer)					
4. A blog that contains video material					
5. A website on which someone writes about personal opinions, activities, and experiences					



What's In

Read and answer the question carefully. Write your answer on a separate sheet of paper.

1. What are the ways of packaging the household linens?
2. What are some of the common purpose of packaging the products?
3. What are some important factors to consider in order to market the household linens in varied/creative way?



What's New

Read the situation below and answer the following questions. Write your answer on separate sheet of paper.

Nina is a young entrepreneur. She is selling any kind of item to augment her income. Selling a pre-loved item is her favorite because, she loves posting and doing the live selling through social media.

1. Who is the entrepreneur?
2. What item she is selling?
3. What is her favorite item to sell?
4. In what way does Nina sell her item to attract the buyer?



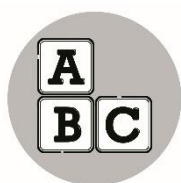
What is It

Technology in Product Advertising

1. **E-mail marketing.** Advertising using an e-mail is a method that you should take advantage of you may send marketing-oriented information using e-mail to get the attention of the people about your new linen products.
2. **Blogging.** This is an online journal where you can record your thoughts on various topics that you want to talk about. Having a blog in your business enables you to share what you are an expert in good at. You may create blog posts advertising your linen products with the aim of attracting readers to eventually become your clients. You may also add post on some tutorials on cleaning linens or offer promotional giveaways to create a network of repeat clients.
3. **Social media.** This method can be time consuming but promoting your business through social medias part of your marketing strategy will help give you reach more contacts or potential customers. Consider the schedule and find a way to do it every day to promote your product.

4. **Vlogging.** The activity or practice of posting short videos to maintain a vlog. It is a great way to reach a wider audience and can even drive new visitors or prospect buyers to your site.
5. **Print.** A method of printing a product logo, brand name, and information are published in magazines, newspapers, brochures or flyers.
6. **Networking.** One way of advertising a product is networking. It is the action or process of interacting with others to exchange information and develop professional or social contacts.

All these methods add a new aspect in advertising and selling household linen products. They have given milestone in the world of advertising. Such as Facebook, Facebook Messenger, Twitter, Instagram etc.



What's More

Activity 1

Discover your skill in advertising!

Make a jingle in advertising your “ukay-ukay “business. Rate yourself using the rubric below.

Criteria	5	3	2
Content	Content are related to the topic	There are some part of content are not related to the topic	All content are not related to the topic
Presentation	Presentation is logical and it flows well	Presentation is logical and flows well	Presentation has no flow
Mechanics	There are no spelling and grammar error	There are few spelling and grammar error	There are many spelling and grammar error

Activity 2

Encircle the words related to advertising in the puzzle, it can be diagonal, horizontal and vertical. Write your answer on a separate sheet of paper.

V	T	Y	U	I	O	P	A	F
S	L	D	F	G	H	J	K	A
L	Z	O	X	C	V	B	N	C
M	W	E	G	R	P	T	Y	E
U	I	O	P	G	R	A	S	B
R	A	D	I	O	I	L	P	O
D	F	G	H	J	N	N	K	O
E	R	T	I	U	T	O	G	K
Y	O	U	T	U	B	E	P	L



What I Have Learned

Complete each sentence below. Fill in the blank with correct answer. Write your answer on a separate sheet of paper.

Technologies used in advertising product are _____, _____, _____, _____, _____, _____. It helps the entrepreneur to promote their business and to develop their knowledge in managing a business.



What I Can Do

Show that you learned something by doing this activity. Using the computer, create an advertisement about table runner. Rate yourself using the rubric.

I. Instructions:

Select a computer software MS Word, Publisher, Power Point, Photoshop, etc. to create an effective advertisement to sell the product- “Table Runner”. Use appropriate images that can capture the attention of your target customers.

II. Procedure:

1. Plan out your effective design to be used in your advertisement.
2. Set up your computer.
3. Open your preferred program.
4. Search for materials to be used in your advertisement (animation, pictures, background design, etc.)
5. Start designing and encoding your data gathered.
6. Finalize your advertisement by revising and editing.
7. Print out your output for evaluation based on the given criteria.

PERFORMANCE RUBRIC

Criteria	4 Excellent	3 Good	2 Needs Improvement	1 Poor	Score
Relevance to the Theme	Effective images/pictures used which are relevant to the theme.	The images/pictures used were not entirely relevant to the theme.	Some images/pictures used are not relevant to the theme.	All images/pictures created are not relevant to the theme.	
Creativity	Work are very creative and unique because it has an animation effect.	Work are simple and no animation effects.	There are parts that needs to be enhanced.	The work created is not complete.	

Picture and Color Harmony	Picture and color used as appropriate.	Picture are appropriate but the color is dull.	Picture and color used are inappropriate.	Picture are inappropriate and no color used.	
Visual Impact	Work reflects extensive used of tools in a unique way.	Tools are used correctly in a simple way.	Tools are not used in a relevant manner.	Tools were not totally used.	
Total					



Assessment

Choose the letter of the best answer. Write your answer on a separate sheet of paper.

1. It is a system for transmitting message electronically.
 - A. e-mail
 - B. blogging
 - C. networking
 - D. playing

2. It is an online journal where you can record thoughts on varied topics you want to talk about.
 - A. selling
 - B. e-mail
 - C. blogging
 - D. writing

3. It is an effective way of advertising but time consuming in promoting your business.
 - A. blogging
 - B. e-mail
 - C. social media
 - D. vlogging

4. It is a blog that contains video material.
 - A. internet
 - B. vlogging
 - C. print
 - D. you tube

5. This is a type of technology printed on paper.
 - A. print
 - B. e-mail
 - C. facebook
 - D. twitter

6. It is the action or process of interacting with others to exchange information and develop professional or social contacts.
 - A. e-mail marketing
 - B. television
 - C. print
 - D. net working

7. Which of the following is a method that send marketing-oriented information using e-mail to get the attention of the people about your new linen products?
 - A. blogging
 - B. you tube
 - C. e-mail
 - D. television

8. It is a type of social media where you can post, share, upload and like.
 - A. radio
 - B. print
 - C. facebook
 - D. television

9. It is a piece of equipment with a screen that receives images and sounds.
 - A. print
 - B. television
 - C. vlogging
 - D. facebook

10. Which of the following is a form of marketing and advertising strategy to promote products which uses internet to attract customers?
 - A. television
 - B. print
 - C. online ads
 - D. radio



Additional Activities

Make a brochure in advertising a new cell phone using MS paint application.



Answer Key

Lesson 1

Assessment

1. semi-open box
2. packaging
3. rolled packaging
4. taped packaging
5. for advertising
6. ribbon packaging
7. for convenience
8. see-through packaging
9. for informing
10. for protection

What's More Activity 2

1. c
2. b
3. e
4. a
5. d

What's More

Refer to the rubrics on page 8.

What I Have Learned

1. honest
2. semi-open box, see-through, rolled packaging, taped packaging, ribbon packaging
3. for advertising
4. how to use it, where it was made, who made it
5. heat, moisture, dust

What I Know

1. D
2. C
3. B
4. B
5. D
6. C
7. B
8. B
9. A
10. A

What's More Activity 1

1. B
2. B
3. B
4. D
5. C

Lesson 2

<p>Assessment</p> <p>A. 1. A 2. C 3. C 4. B 5. A 6. D 7. C 8. C 9. B 10. C</p>	<p>What's More</p> <p>Refer to the rubrics.</p> <p>Activity 2</p> <p>1. FACEBOOK 2. YOUTUBE 3. Print 4. Radio 5. Vlogging</p>	<p>What I Know</p> <p>1. Facebook 2. Television 3. Print 4. Vlogging 5. Blogging B. 1. T 2. F 3. T 4. F 5. T</p>
---	--	---

References

- K to 12 Basic Education Curriculum. 2016, Technology and Livelihood Education, Grade 6-Home Economics, Sewing of Household Linens, pp.35-37.
- Buturan, Rosario B. et.al. 2016. Home Life 6- Entrepreneurship and ICT, Agriculture, Home Economics, Industrial Arts pp. 165-167.
- 8 Types of Marketing Strategies and Definition. Yodiz Project Management Blog. Retrieved Dec 10, 2019. <https://www.yodiz.com/blog/8-types-of-marketing-strategies-and-definition>.
- Meriam Websters Dictionary, pp.17,134,388

For inquiries or feedback, please write or call:

Department of Education - Bureau of Learning Resources (DepEd-BLR)

Ground Floor, Bonifacio Bldg., DepEd Complex
Meralco Avenue, Pasig City, Philippines 1600

Telefax: (632) 8634-1072; 8634-1054; 8631-4985

Email Address: blr.lrqad@deped.gov.ph * blr.lrpd@deped.gov.ph