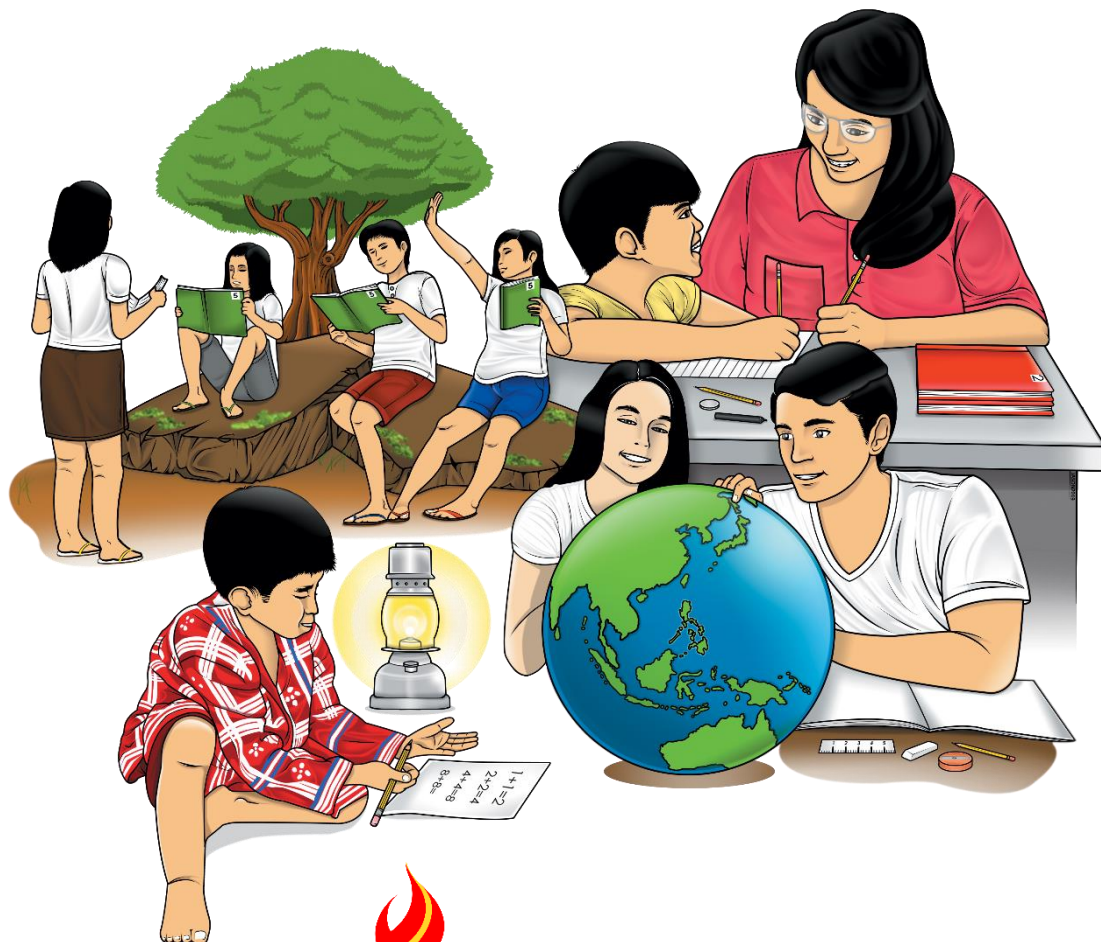


Technology and Livelihood Education

# Agri-Fishery Arts

## Module 7: Marketing Fruits and Seedlings



**TLE – Agri-Fishery Arts – Grade 6**  
**Alternative Delivery Mode**  
**Module 7: Marketing Fruits and Seedlings**

**First Edition, 2020**

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**Technology and Livelihood Education**

# **Agri-Fishery Arts**

**Module 7: Marketing Fruits and  
Seedlings**

## **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 to help you master the skills and nature of Technology and Livelihood Education specifically in marketing fruits and seedlings. Marketing skill is to be developed to increase the profit or gain of any farmer.

After going through this module, you are expected to:

1. apply scientific knowledge and skills in identifying fruits and seedlings ready for sale;
2. keep an updated record of fruit trees/seedling for sale;
3. plan marketing strategy to be used in selling including the use of online marketing and
4. prepare flyers and brochures.



## ***What I Know***

This section will test your previous knowledge of the topic you are about to learn. As you read the statements write **TRUE** if you consider the statement is correct and if you think that the statement is **FALSE**, make the statement CORRECT.

- \_\_\_\_\_ 1. Marketing is picking fruits in their season when they are ready to be sold or eaten.
- \_\_\_\_\_ 2. Add the total expenses from the total amount earned in selling the products to get the amount of profit.
- \_\_\_\_\_ 3. In preparing flyers/brochures, you have to think about the message you want to convey to your readers.
- \_\_\_\_\_ 4. Keeping updated records of fruits and seedlings for sale is very important for us to know whether we gain profit or not.
- \_\_\_\_\_ 5. Farmers can save money, time, and effort because they don't need to transport their products to the market this is called retailing on the farm.
- \_\_\_\_\_ 6. A marketing strategy wherein the products are sold using the internet or social media such as Facebook and commercial websites such as ZALORA, Shoppe, and LAZADA is called online marketing.
- \_\_\_\_\_ 7. Fruits are picked when they are already matured.

- \_\_\_\_\_8. Flyer and brochures can be used as an effective and cheaper way to market the product.
- \_\_\_\_\_9. Word-of-mouth marketing is a strategy in which the owners convince the consumers or buyers by giving free samples of the product to try.
- \_\_\_\_\_10. The stem of seedlings should be thick, healthy, and strong.

# Module 7

# Marketing Fruits and Seedlings



*A picture of Santol Plantation at Provincial Nursery and Demonstration Farm Technology Center, Brgy. Carabalan, Himamaylan City, Negros Occidental*

After a couple of years, the hard work you have been through in planting will be paid off when the fruit trees you have planted have grown and started to bear fruit. That is the time to reap what you sowed. The energy, time, money, and love that you invested in your fruit trees would not be useless because you have the fruit to be sold in the market that can give you the profit. To make your investments profitable you must consider the important factors in harvesting and marketing your products. As of this time, you can use technologies to find buyers for selling the product or use flyers or brochures in promoting your agricultural business.



## ***What's In***

Directions: In this activity, you are tasked to compute for the sales and profit of a farmer from the given data below. Use a separate sheet of paper in answering the questions asked.

### A. Sales of Guyabano Seedlings

Date	Description	Unit Price	Total Amount
June 16	35pcs	Php 10.00	Php 350.00
June 20	20pcs	Php 10.00	Php 200.00
June 25	50pcs	Php 10.00	Php
June 30	45pcs	Php 10.00	Php
Total Sales of Guyabano Seedlings			Php

### B. Expenses in the Preparation of Seedlings

Date	Description	Unit Price	Total Amount
May 1	150 pcs polyethylene bag	Php 0.50	Php
May 2	4 packs organic fertilizer	Php 50.00	Php
May 30	Water bill		Php 200.00
June 15	Transportation		Php 150.00
Total Expenses in the Preparation of Guyabano Seedlings			Php

### C. Knowing the Profit or Gain (Total Sales less Total Expenses)

Answer the following questions:

1. What are the sales of Guyabano seedlings on June 25 & June 30?
2. Compute for the Total Sales of Guyabano Seedlings from June 16 to June 30.
3. What are the expenses spent on polyethylene bags and organic fertilizer?
4. Solve for the Total Expenses in the preparation of seedlings.
5. How much profit the farmer has after selling the seedlings?

What is the use of this record? Is this necessary to do if you are growing fruit-bearing trees and seedling intended for sale? Why?





## What's New

Observe the pictures shown below and write a short paragraph how your family can be benefited by these fruits.



<sup>1</sup>A. Lanzones



<sup>2</sup>B. Durian



<sup>3</sup>C. Balimbing/Star Fruit



<sup>5</sup>D. Calamans



<sup>4</sup>E. Mango

### Questions:

1. What are some of the good things your family can get from fruits?
2. Are these fruits can be grown in your backyard or farm?
3. Learn more as you continue reading this module!

---

<sup>1</sup> Obsidian Soul, Saturation Adjusted, Free Royalty,

[https://bcl.m.wikipedia.org/wiki/Ladawan:Lanzones\\_fruits\\_-\\_Mindanao,\\_Philippines.jpg](https://bcl.m.wikipedia.org/wiki/Ladawan:Lanzones_fruits_-_Mindanao,_Philippines.jpg)

<sup>2</sup> Kate Bangkok, Saturation Adjusted, Free Royalty, <https://www.pexels.com/photo/bangkok-durian-eat-fruit-1069980/>

<sup>3</sup> Pinay06, Saturation Adjusted, Free Royalty, <https://commons.wikimedia.org/wiki/File:Balingbing.jpg>

<sup>4</sup> PublicDomainPictures, Saturation Adjusted, Free Royalty, <https://pixabay.com/photos/mango-fruit-fresh-healthy-sweet-164249/>



## ***What is It***

This section will assist you to understand the following topics:

### **A. Apply scientific knowledge and skills in identifying fruits and seedlings are ready for sale**

Characteristics of marketable fruits and seedlings ready to for sale are:

1. Fruits are picked when they are already matured.
2. Green fruits are harvested before they become ripe such as mango, native oranges and dalandan.
3. Other fruits such as chicos and pomelos are picked at the right size and should be mature enough.
4. The stem of seedlings should be thick, healthy, and strong.
5. The leaves must be five or more.
6. The roots should be strong and healthy.



For you to succeed in selling fruit trees and seedlings; you must know how to keep an updated record. Computing the cost or amount earned is one way to know whether you earned a profit or not after harvested the products that have been sold in the market.

## B. Keep Updated Record of Trees and/or Seedlings for Sale

Steps to consider in Keeping Record of Fruit Tree/Seedlings for sale

1. Solve for the total amount earned in selling the products.
2. List down all expenditures incurred during preparation of seedlings, planting; and transplanting including the cost of seeds, materials, equipment, containers, etc.
3. List down operational expenses including cost of labor, utilities such as electricity, water, transportation, etc.
4. Compute the total expenses incurred during the preparation of seedlings and operational expenses.
5. Deduct the total expenses from the total amount earned in selling the products.
6. The balance or remaining amount is the profit earned.

Sample Computation:

Record on the Sales and Expenses of Cacao Seedlings

Amount Earned in Selling Cacao Seedlings at Palcutan Seed Orchard Brgy. Carabalan, Himamaylan City, Negros Occidental		
Number of Seedlings Sold	Unit Price	Total Amount
250 pcs	₱15.00	₱3,000.00

Preparation of Seedlings Expenses	Amount
Cost of Seeds	₱100.00
Materials & Equipment	₱200.00
Fertilizer	₱100.00
Operational Expenses	Amount
Labor Cost	₱150.00
Water	₱150.00
Electricity	₱200.00
Transportation	₱100.00

Let us follow by using the given steps above to find out how much is the profit earned in selling cacao seedlings.

Step 1: Solving for the Amount Earned in Selling Cacao Seedlings

250pcs Cacao seedlings @ ₱15.00

$$250\text{pcs} \times \text{Php } 15.00 = \text{₱}3,000.00$$

Step 2: Compute for the Expenses incurred in the Preparation of Seedlings

Add: Cost of Seeds ----- ₱100.00  
 Materials & Equipment----₱200.00  
 Fertilizers -----₱100.00  
**Total -----₱400.00**

Step 3: Compute for the Operational Expenses

Add: Labor Cost----- ₱150.00  
 Water -----₱150.00  
 Electricity ----- ₱200.00  
 Transportation----- ₱100.00  
**Total----- ₱600.00**

Step 4: Compute for the Total the Expenses

Preparation of Seeds ----- ₱400.00  
 Operational Expenses-----₱600.00  
**Total ----- ₱1,000.00**

Step 5: Deduct the total expenses from the total amount earned in selling the products.

Amount earned in selling cacao seedlings ----- ₱3,000.00  
 Total Expenses ----- ₱ 900.00  
 Remaining Amount ----- ₱2,000.00

Step 6: Profit earned in selling Cacao seedlings is ₱ 2,000.00

### Points to Remember to Keep an Updated Record

- Have a record book to write all your business transactions. Record all money that goes out and money that comes in.
- Keep record of financial transactions on a day-to-day basis then summarize after a week. This may help you to track of financial condition of your business.
- Make sure that the record book is always in order.

Sample Table for Record of Sales/Expenses

Date	Items	Quantity	Unit Cost	Amount	Remarks
Jan 14, 2019	Santol	10 kgs	50.00	500.00	Fruits
Jan 15, 2019	Seedlings	30 pcs	12.00	360.00	Cost of Seedlings

## C. Marketing Strategies in Selling Products



### 1. Retailing

It is directly selling the product from the farm to the consumers or products are sold by unit (a piece or kilo) in the market. Although it's time and energy-consuming, farmers get more profit by this method of selling than wholesale.

### 2. Use of Middlemen

Middlemen are also known as "Traders". They buy the products from the farm at a lower price and resell these to retailers or small stores. The middleman earns by transporting the products from the farm to the market and sold it at a higher price to the retailers.

### 3. Selling in the farm

Buyers go directly to the farm to buy farm products. Prices are usually cheaper because farmers do not need to transport their products to the market to save time, money, and efforts.

### 4. Selling through Contracts

Contracts are usually done by manufacturing companies when there is a need for a big volume of products. It can also be entered into by middlemen who resell the products to retailers in big markets. In a contract, both the farmers and the buyers agree on an amount to be paid for a specified volume of products. For example, harvested crops in a hectare plantation of carrots will be given to a company at a specified date, at a specified period. This means that the farmer is not allowed to sell any of the products to other buyers except the company or person of whom the contract has been signed.

### 5. Selling through Cooperatives

Cooperatives are non-profit organizations of workers. They own and manage the organization and prioritize the product sold by their organization. If a cooperative can buy products directly from farmers at low prices, then the products can be sold to its members at low prices, too. Whatever income or profit earned by the organization is usually divided among its member depending on the number of shares or stocks each one owns.

## **6. Word-of-mouth Marketing**

This is a strategy where the experience of satisfied customers leads them to tell stories about the product they have used. A useful way of promoting the products without any cost incurred.

## **7. Free sample marketing**

It is a marketing strategy in which the owners convince the consumers or buyers through giving free samples of the product to try.

## **D. The Use of Online Marketing**

Online marketing is the practice of using web-based channels to spread a message about the products to its potential customers through emails, social media or other forms of search engine optimization. It is also a fast and easy way of selling the product using the internet or social media such as Facebook and commercial websites such as ZALORA, Shoppe and LAZADA.

## **E. Preparing Flyers or Brochures (Print Media Advertising)**

Print media advertising is a form of advertising that uses physically printed media to reach potential consumers. These include flyers and brochures.

For wide distribution maximizing the use of public places, a Flyer as a form of paper advertisement is recommended. Its purpose is to promote an event and any services or products. Some flyers tend to be A4 in size and can be two sided to give you extra space to get your message across.

Brochures as a marketing tool has been used to draw attention among customers of different organizations. It is designed to be kept as reference materials that contained detailed information about the products. It is printed using glossy papers on a single tri-folded sheet where pictures, photos and graphics are used to enhance its design.

Flyers and brochures can be done manually or digitally using Microsoft Word, Photoshop, or Publisher. It can also be an effective and cheaper way to market the product because people can be informed of fruits, trees, and seedlings for sale. Both can be distributed manually, via mail or email, or placed in brochure racks

## Steps in Making Brochures

1. Determine the audience for your message.
2. Decide the purpose of your brochure.
3. Think about the message you want to convey to your readers.
4. Write the text for your brochure.
5. Decide on what graphics you are going to use to enhance the brochure.



## What's More

### Independent Activity 1:

Study the record of Kim's seedling business

Record of Sales of Marang Seedling

<b>Date</b>	<b>Description</b>	<b>Unit Price</b>	<b>Total Amount</b>
August 16	45pcs	₱10.00	₱450.00
August 18	35pcs	₱10.00	₱350.00
August 20	20pcs	₱10.00	₱200.00

Record of Expenses

<b>Date</b>	<b>Description</b>	<b>Unit Price</b>	<b>Total Amount</b>
July 1	100seeds	₱1.00	₱100.00
July 2	100 polietilene bag	₱.50	₱50.00
July 5	Organic Fertilizer		₱150.00
July 30	Water bill		₱120.00
August 15	Transportation		₱100.00

<sup>5</sup> Sandwell Council, Free Royalty, <https://www.flickr.com/photos/sandwellcouncil/4748780064>

<sup>6</sup> Bangkimaggarwal, Free Royalty,

[https://commons.wikimedia.org/wiki/File:Fusion\\_Stor\\_Inova\\_Product\\_Brochure\\_series\\_cover\\_back.jpg](https://commons.wikimedia.org/wiki/File:Fusion_Stor_Inova_Product_Brochure_series_cover_back.jpg)

### Independent Assessment 1

Based from the given data answer questions that follow. Use a separate sheet of paper for your answers.

1. How much did Kim spend for transportation?
2. What is the total amount of expenses in preparing of seedlings?
3. How much is the total amount of fertilizer used?
4. What is the total amount of Marang seedlings sold?
5. How much is Kim's profit earned in selling Marang seedlings?

### Independent Activity 2:

Below are the some of the marketing strategies used in selling products. Select from this list to answer the questions being asks in Assessment Activity 2. Write your answer in a separate sheet of paper.

- |                              |                                 |
|------------------------------|---------------------------------|
| A. Retailing                 | E. Selling through Cooperatives |
| B. Use of Middleman          | F. Word-of-mouth Marketing      |
| C. Selling in the Farm       | G. Free Sample Marketing        |
| D. Selling through Contracts | H. Online Marketing             |

### Independent Assessment 2:

For the questions that follow, get your answer from the box and write the LETTER corresponding to your choice.

1. \_\_\_\_\_ It is a marketing strategy in which the salespersons are convincing the consumers or buyers through products given for free testing.
2. \_\_\_\_\_ Products are being resell to retailers in big markets. Both the farmers and the buyers agree at an amount to be paid for a specified volume of products to be sold in big markets.
3. \_\_\_\_\_ It is directly selling the product from the farm to the consumers by piece or kilo in the market rather than selling through wholesale.
4. \_\_\_\_\_ A strategy where in the satisfied consumer tells other people about their experiences on how much they like the product.
5. \_\_\_\_\_ It is a fast and easy way of selling the product using the social media platform to reach the consumers.





## ***What I Have Learned***

- The 3 characteristics of marketable fruits and seedlings ready to for sale are: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_
- For farmers to know their profit, \_\_\_\_\_ should be maintained to include all the sales and expenses of the project
- \_\_\_\_\_ it is directly selling the product from the farm to the consumers or products are sold by unit (piece or kilo) in the market.
- Middlemen are also known as \_\_\_\_\_. They buy the products from the farm at a lower price and resell these to retailers or small stores.
- \_\_\_\_\_ a marketing strategy where buyers go directly to the farm to buy farm products. Prices are usually cheaper because farmers do not need to transport their products to the market to save time, money and efforts.
- \_\_\_\_\_ these are usually done by manufacturing companies when there is a need for a big volume of products.
- \_\_\_\_\_ is done by non-profitable organizations of workers. They own and manage the organization and prioritize the product sold by their organization.
- \_\_\_\_\_ a marketing strategy where in the satisfied consumer tells other people about their experiences on how much they like the product.
- \_\_\_\_\_ is a marketing strategy in which the owners convince the consumers or buyers through giving free samples of the product to try.
- \_\_\_\_\_ is a fast and easy way of selling the product using internet or social media such as Facebook and commercial websites such as ZALORA, Shoppe and LAZADA.
- \_\_\_\_\_ it is any kind of advertising that you have to pay for, versus owned or earned advertising.
- \_\_\_\_\_ is a form of advertising that uses physically printed media to reach potential consumers. Print ads were once the standard format for creative advertising. These include flyers and brochures.
- \_\_\_\_\_ is a form of paper advertisement intended for wide distribution and typically posted or distributed in a public place. Its purpose is to promote an event and any services or products.
- \_\_\_\_\_ is one of the most popular marketing tools to help organizations quickly draw the attention of prospective customers. It is designed to be kept as reference materials that contained detailed information about the products.



## ***What I Can Do***

Direction: Look for a community nursery in your locality, interview about the expenses in preparing the seedling and the record of sales. Use the format below and follow the steps in keeping a record of fruit tree/seedlings for sale to find out how much the owner earned the profit.

<b><i>Preparation of seedling expenses</i></b>			
Date	Description	Unit Price	Total Amount
<b><i>Record of Sales</i></b>			
Date	Description	Unit Cost	Total Amount



## **Assessment**

Directions: Read and understand the statement and choose the letter of the correct answer.

1. It is the most popular marketing tool to help organizations quickly draw the attention of prospective customers.
  - a. Books
  - b. Brochures
  - c. Flyers
  - d. Magazines
  
2. It is a marketing strategy in which the owners convince the consumers or buyers to have a free taste or use of the product.
  - a. Free sample marketing
  - b. Retailing
  - c. Selling in the farm
  - d. Word-of-mouth marketing
  
3. The following are steps in making brochure, which of this is not included?
  - a. Determine the audience for your message.
  - b. Decide the purpose of your brochure.
  - c. Think about the message you want to convey to your readers.
  - d. Give directly to the audience without even text.
  
4. It is a way of obtaining products where customers go directly to the farm to buy
  - a. Free sample marketing
  - b. Retailing
  - c. Selling in the farm
  - d. Selling through Cooperatives
  
5. There are step to consider in keeping record of fruit tree/seedlings for sale which of the following comes first?
  - a. Total the expenses in preparation of seedlings and operational expenses.
  - b. List down all expenditures incurred during preparation of seedlings
  - c. Total the amount earned in selling the products.
  - d. List down operational expenses

6. The following are scientific knowledge and skills in identifying fruits and seedlings ready for sale except one.
  - a. Fruits are picked when they are already matured.
  - b. Some are harvested while they are green or before they become ripe such as mango, native oranges and dalandan.
  - c. The leaves are too young.
  - d. The stem of seedlings should be thick, healthy, and strong.
  
7. In order to sell farm products, “TRADERS” are present in the market. What marketing strategy is being used?
  - a. Free sample marketing
  - b. Retailing
  - c. Selling in the farm
  - d. Use of Middlemen
  
8. 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 mail.
  - a. Books
  - b. Brochure
  - c. Flyers
  - d. Magazine
  
9. It is a fast and easy way of selling the product using internet or social media such as Facebook and commercial websites like ZALORA, Shoppe and LAZADA.
  - a. Retailing
  - a. Selling in the farm
  - c. Use of Middlemen
  - d. Online marketing strategy
  
10. Why is it important to have marketing strategy in selling fruit, trees, and seedlings?
  - I. to avoid fruits from deteriorating when not sold right away
  - II. to identify the target market or prospective buyers
  - III. to promote the business
  - IV. to plant more trees
  - a. I only
  - b. I & II
  - c. I, II, III & IV
  - d. I, II, & III



## ***Additional Activities***

Direction: Make your own brochures based on the given steps below.

### **Steps in Making Brochures**

1. Determine the audience for your message.
2. Decide the purpose of your brochure.
3. Think about the message you want to convey to your readers.
4. Write the text for your brochure.
5. Decide on what graphics you are going to use to enhance the brochure.



## ***Answer Key***

<p style="text-align: center;"><b>Assessment</b></p> <ol style="list-style-type: none"><li>1. B</li><li>2. A</li><li>3. D</li><li>4. C</li><li>5. C</li><li>6. C</li><li>7. D</li><li>8. C</li><li>9. D</li><li>10. D</li></ol>	<p style="text-align: center;"><b>What I know</b></p> <ol style="list-style-type: none"><li>1. Harvesting</li><li>2. Deduct</li><li>3. True</li><li>4. True</li><li>5. Selling</li><li>6. True</li><li>7. True</li><li>8. True</li><li>9. Free sample</li><li>10. True</li></ol>	<p style="text-align: center;"><b>What's More</b></p> <p>Independent Assessment 1</p> <ol style="list-style-type: none"><li>1. ₱100.00</li><li>2. ₱520.00</li><li>3. ₱150.00</li><li>4. ₱1000.00</li><li>5. ₱480.00</li></ol> <p>Independent Assessment 2:</p> <ol style="list-style-type: none"><li>1. G</li><li>2. D</li><li>3. A</li><li>4. F</li><li>5. H</li></ol>
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