# MARKETING SS I FIRST TERM

# SUB-THEME 1: MEANING AND CONCEPT OF MARKETING

WEEK	TOPIC	PERFORMANCE OBJECTIVES	CONTENT	ACTIVITIES		TEACHING AND	EVALUATION
				TEACHER	STUDENTS	RESOURCES	CERRE
	Introduction to Marketing 1	Students should be able to: (2) define merketing. (2) exploit tection terms to merketing.	(1) Meaning of marketing (2) Marketing terms resords elections elections exclusing explacts explaction enactor enactor enactors	(1) Guaden smalents to explain the mounting of marketing. (2) Explains various marketing terms.	Lines anominuty	(1) Taufmoka (2) Magazinos	Students to: (1) state the meaning of marketing. (2) identity final marketing torus.
2	Introduction to Marketing II	Stations should be able for discuss the main functions of marketing.	(1) Function of marketing system -marketing community statistics community satisfaction -marketing choice -marketing the quality -marketing profit.	Discussions the functions of marketing.	(1) Lister attentisety (2) Perturpate in discussion.	(1) Textbooks (2) Magazines (3) Chart (6) Peters	Students to: State the main functions of marketing
3.	Introduction to Marketing III	Students should be able to: give brief history of marketing in Nagoria.	Hierary of marketing to Nigeria: colonial ago.	Explains the listary of runfacting in Nigeria.	Livien: attentively.	(1) Yenbooks (2) Magazinos	Situalizate to: give a facial licensey of marketing.
•	Introduction to Marketing IV	Students should be able to give brief bistery of marketing in Nigeria.	Hanny of marketing in Nigorie: -colonial are 1990-1988 quot independence age 1900 to date.	Gives the history of marketing in Nigeria.	Links attautedy	(1) Texturela (2) Magazian	Students to: give a brief bistory of marketing.

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