

MARKETING
SS I
FIRST TERM

SUB-THEME 1: MEANING AND CONCEPT OF MARKETING

WEEK	TOPIC	PERFORMANCE OBJECTIVES	CONTENT	ACTIVITIES		TEACHING AND LEARNING RESOURCES	EVALUATION GUIDE
				TEACHER	STUDENTS		
1	Introduction to Marketing I	Students should be able to: (1) define marketing. (2) explain various terms in marketing.	(1) Meaning of marketing. (2) Marketing terms: -needs -wants -demands -products -exchange -transaction -market -marketing management.	(1) Guides students to explain the meaning of marketing. (2) Explains various marketing terms.	Listen attentively.	(1) Textbooks (2) Magazines	Students to: (1) state the meaning of marketing. (2) identify four marketing terms.
2	Introduction to Marketing II	Students should be able to discuss the main functions of marketing.	(1) Functions of marketing system: -maximize consumption -maximize consumer satisfaction -maximize choice -maximize life quality. -maximize profits.	Discusses the functions of marketing.	(1) Listen attentively (2) Participate in discussion.	(1) Textbooks (2) Magazines (3) Chart (4) Pictures	Students to: State the main functions of marketing.
3	Introduction to Marketing III	Students should be able to give brief history of marketing in Nigeria.	History of marketing in Nigeria: colonial age.	Explains the history of marketing in Nigeria.	Listen attentively.	(1) Textbooks (2) Magazines	Students to: give a brief history of marketing.
4	Introduction to Marketing IV	Students should be able to give brief history of marketing in Nigeria.	History of marketing in Nigeria: colonial era 1900-1960 post independence age 1960 to date.	Given the history of marketing in Nigeria.	Listen attentively	(1) Textbooks (2) Magazines	Students to: give a brief history of marketing.

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