

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.	Gives the history of marketing in Nigeria.	Listen attentively	(1) Textbooks (2) Magazines	Students to: give a brief history of marketing.

Scheme Of Work For Neco

Wolfgang Guggemos



Scheme Of Work For Neco:

Scheme Of Work For Neco Book Review: Unveiling the Magic of Language

In an electronic digital era where connections and knowledge reign supreme, the enchanting power of language has become more apparent than ever. Its capability to stir emotions, provoke thought, and instigate transformation is truly remarkable. This extraordinary book, aptly titled "**Scheme Of Work For Neco**," written by a very acclaimed author, immerses readers in a captivating exploration of the significance of language and its profound affect our existence. Throughout this critique, we shall delve to the book is central themes, evaluate its unique writing style, and assess its overall influence on its readership.

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Scheme Of Work For Neco Introduction

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