

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

John Wilson



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Exam Secrets in Literature-in-English: What JAMB, WAEC and NECO Want from Candidates Mazi Basil Nwokorie, Exam Secrets in Literature in English What JAMB WAEC NECO and NABTEB Want from candidates is specifically crafted for students and candidates who are preparing to take the examinations in Literature in English as administered by esteemed bodies such as Joint Admission And Matriculation Board JAMB West African Examination Council WAEC National Examination Council NECO and other similar institutions across Nigeria and Anglophonic West Africa With clear guidance and focused insights it equips candidates with the knowledge and strategies needed to succeed in these examinations confidently

“The” Lands of the Bible Visited and Described in an Extensive Journey Undertaken with Special Reference to the Promotion of Biblical Research and the Advancement of the Cause of Philanthropy John Wilson, 1847

The Oil and Gas Journal, 1925 **The Lands of the Bible Visited and Described** John Wilson, 1847

Public Works Statement New Zealand. Public Works Dept, 1921 *The Architect*, 1869 **A Field Guide to Dynamical Recurrent Networks** John F. Kolen, Stefan C. Kremer, 2001-01-15 Electrical Engineering A Field Guide to Dynamical Recurrent Networks Acquire the tools for understanding new architectures and algorithms of dynamical recurrent networks DRNs from this valuable field guide which documents recent forays into artificial intelligence control theory and connectionism This unbiased introduction to DRNs and their application to time series problems such as classification and prediction provides a comprehensive overview of the recent explosion of leading research in this prolific field A Field Guide to Dynamical Recurrent Networks emphasizes the issues driving the development of this class of network structures It provides a solid foundation in DRN systems theory and practice using consistent notation and terminology Theoretical presentations are supplemented with applications ranging from cognitive modeling to financial forecasting A Field Guide to Dynamical Recurrent Networks will enable engineers research scientists academics and graduate students to apply DRNs to various real world problems and learn about different areas of active research It provides both state of the art information and a road map to the future of cutting edge dynamical recurrent networks

Half-Hours With Green and Latin Authors G. H. Jennings, W. S. Johnstone, 1882 Suez Canal, 1880-1895, 1880 **Highways and Bridges and Engineering Works**, 1954

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