

MARKETING
SS II
FIRST TERM

SUB-THEME 1: DISTRIBUTION MARKETING

| WEEK | TOPIC | PERFORMANCE OBJECTIVES | CONTENT | ACTIVITIES | | TEACHING AND LEARNING RESOURCES | EVALUATION GUIDE |
|------|---|---|--|---|--|--|--|
| | | | | TEACHER | STUDENTS | | |
| 1 | Types and functions of Distribution I | Students should be able to: (1) state the meaning of distribution. (2) list the types of distribution. | (1) Distribution (2) Types of distribution. | Guides students to discuss the distribution and the types of distribution. | (1) Listen attentively to explanations. (2) Participate in discussion. (3) Ask questions. (4) Respond to teacher's questions. | (1) Textbooks (2) Diagram (3) Magazines (4) Pictures. | Students to: (1) define distribution. (2) list four types of distribution. |
| 2 | Types and functions of Distribution II | Students should be able to: (1) identify the channel of distribution (2) state the functions of each channel of distribution. | (1) Channel of distribution -wholesaler. (2) Functions of wholesaler. | (1) Guides students to discuss the channel of distribution. (2) Demonstrates the functions of the wholesaler. | (1) Listen attentively to explanations. (2) Participate in discussion. (3) Ask questions. (4) Respond to teacher's questions. (5) Observe teacher's demonstration. | (1) Textbooks (2) Diagram (3) Magazines (4) Pictures. (5) Chart. | Students to: (1) identify the channel of distribution. (2) explain two function of the wholesaler. |
| 3 | Types and functions of Distribution III | Students should be able to: (1) identify the channel of distribution. (2) state the functions of retailer as a channel of distribution. | (1) Channel of distribution -retailer (2) Functions of a retailer. | (1) Guides students to discuss the channel of distribution -retailer (2) Demonstrates the functions of the retailer. | (1) Listen attentively to explanations (2) Participate in discussion. (3) Ask questions (4) Respond to teacher's questions. (5) Observe teacher's demonstration. | (1) Textbooks (2) Diagram (3) Magazines (4) Pictures. (5) Chart. | Students to: (1) identify the channel of distribution. (2) explain functions of retailer. |
| 4 | Types and functions of Distribution IV | Students should be able to: (1) explain the term consumer in channel of distribution. (2) state the functions of a consumer. | (1) Consumer (2) Functions of consumer. | (1) Explains the meaning of consumer. (2) Guides students to discuss the functions of a consumer. | (1) Listen attentively to explanations. (2) Participate in discussion. (3) Ask questions. (4) Respond to teacher's questions. (5) Observe teacher's demonstration. | (1) Textbooks (2) Diagram (3) Magazines (4) Pictures. (5) Chart. | Students to: (1) explain the meaning of consumer. (2) state the functions of a consumer. |

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Table of Contents Ss2 2nd Term Scheme Of Work English

1. Understanding the eBook Ss2 2nd Term Scheme Of Work English
 - The Rise of Digital Reading Ss2 2nd Term Scheme Of Work English
 - Advantages of eBooks Over Traditional Books
2. Identifying Ss2 2nd Term Scheme Of Work English
 - Exploring Different Genres
 - Considering Fiction vs. Non-Fiction
 - Determining Your Reading Goals
3. Choosing the Right eBook Platform
 - Popular eBook Platforms
 - Features to Look for in an Ss2 2nd Term Scheme Of Work English
 - User-Friendly Interface
4. Exploring eBook Recommendations from Ss2 2nd Term Scheme Of Work English
 - Personalized Recommendations
 - Ss2 2nd Term Scheme Of Work English User Reviews and Ratings

- Ss2 2nd Term Scheme Of Work English and Bestseller Lists
- 5. Accessing Ss2 2nd Term Scheme Of Work English Free and Paid eBooks
 - Ss2 2nd Term Scheme Of Work English Public Domain eBooks
 - Ss2 2nd Term Scheme Of Work English eBook Subscription Services
 - Ss2 2nd Term Scheme Of Work English Budget-Friendly Options
- 6. Navigating Ss2 2nd Term Scheme Of Work English eBook Formats
 - ePub, PDF, MOBI, and More
 - Ss2 2nd Term Scheme Of Work English Compatibility with Devices
 - Ss2 2nd Term Scheme Of Work English Enhanced eBook Features
- 7. Enhancing Your Reading Experience
 - Adjustable Fonts and Text Sizes of Ss2 2nd Term Scheme Of Work English
 - Highlighting and Note-Taking Ss2 2nd Term Scheme Of Work English
 - Interactive Elements Ss2 2nd Term Scheme Of Work English
- 8. Staying Engaged with Ss2 2nd Term Scheme Of Work English
 - Joining Online Reading Communities
 - Participating in Virtual Book Clubs
 - Following Authors and Publishers Ss2 2nd Term Scheme Of Work English
- 9. Balancing eBooks and Physical Books Ss2 2nd Term Scheme Of Work English
 - Benefits of a Digital Library
 - Creating a Diverse Reading Collection Ss2 2nd Term Scheme Of Work English
- 10. Overcoming Reading Challenges
 - Dealing with Digital Eye Strain
 - Minimizing Distractions
 - Managing Screen Time
- 11. Cultivating a Reading Routine Ss2 2nd Term Scheme Of Work English
 - Setting Reading Goals Ss2 2nd Term Scheme Of Work English
 - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Ss2 2nd Term Scheme Of Work English
 - Fact-Checking eBook Content of Ss2 2nd Term Scheme Of Work English
 - Distinguishing Credible Sources

13. Promoting Lifelong Learning
 - Utilizing eBooks for Skill Development
 - Exploring Educational eBooks
14. Embracing eBook Trends
 - Integration of Multimedia Elements
 - Interactive and Gamified eBooks

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