

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 1890-1960 -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.

Sssfirst Term Scheme Of Work

Jin-Ying Zhang



Sssfirst Term Scheme Of Work:

Reviewing **Sssfirst Term Scheme Of Work**: Unlocking the Spellbinding Force of Linguistics

In a fast-paced world fueled by information and interconnectivity, the spellbinding force of linguistics has acquired newfound prominence. Its capacity to evoke emotions, stimulate contemplation, and stimulate metamorphosis is really astonishing. Within the pages of "**Sssfirst Term Scheme Of Work**," an enthralling opus penned by a highly acclaimed wordsmith, readers attempt an immersive expedition to unravel the intricate significance of language and its indelible imprint on our lives. Throughout this assessment, we shall delve to the book is central motifs, appraise its distinctive narrative style, and gauge its overarching influence on the minds of its readers.

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