FIRST-TERM LESSON PLAN FOR WEEK ONE SSS THREE MARKETING ENDING……………………...13TH SEPTEMBER, 2024.

THEME: PLANNING FOR PERSONAL MARKETING OUTLET.

DATE: MONDAY 9TH, SEPTEMBER, 2024.

CLASS: SS 3 State

SUBJECT: MARKETING

MODE: All students

TIME: 11.10-11.50

DURATION: 40 MINUTES

PERIOD: 4

UNIT TOPIC: Meaning of planning and planning for a personal marketing outlet.

SUB- TOPIC: Source of funds for personal marketing outlet.

SPECIFIC OBJECTIVE: At the end of the lesson student should be able to: [A] Define planning [B] Explain planning for personal outlet. [C] State four source of funds for personal marketing outlet.

INSTRUCTIONAL RESOUCES: CHART AND PICTURES.

LESSON PRESENTATION:

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| STEPS:  PRE-STEP: 1  STEP: 2  EXPLORATION:  STEP: 3  DISCUSSION:    STEP: 4  APPLICATION  STEP: 5  EVALUATION:  ASSIGNMENT:  REFERENCE BOOKS: | TEACHERS ACTIVITIES  The students have been taught the meaning of marketing and importance of marketing.  The teacher asked the students the following questions:  1 What is marketing?  2 State two importance of marketing.  Planning can be defined as the process of determine an organizational primary objectives and then PLANNING, adopting courses of actions that will eventually help in achieving them.  PERSONAL MARKETING OUTLET: Personal marketing outlets involves implementing planning activities devoted to achieving marketing objectives. Marketing outlet is responsible for making sure that business and service provider receive the exposure they need to attract clients, among other things. A marketing agencies helps companies to create and release advertisements.  SOURCES OF FUNDS FOR PERSONAL MARKETING OUTLETS:  1 Obtaining soft loan from micro- finance bank.  2 Savings from daily contribution.  3 Joining co-operative society for the purpose of collecting loan.  4 Credit facilities from customers.  5 Borrowing from friends and relatives etc.  VARIOUS WAYS TO IDENTIFY A GOOD MARKETING LOCATION.  To set up a new profitable marketing outlet, it requires some basic knowledge and strategies which includes:  1 Defining the organizational mission.  2 Assessing the organizational resources and evaluating environmental risks and opportunities.  3 Understanding the strength and weakness, opportunities and threat. [SWOT] analysis which helps the business owners or the marketing outlet to compare internal organizational strength and weakness with external opportunities and threat  The teacher guide the students on how to apply the knowledge.  The teacher evaluates the lesson and ask them the following questions:  [A] Define planning [B] Explain planning for personal outlet. [C] State four source of fund for personal marketing outlet [D] Explain various ways to identify a good market location.    The teacher gives assignments:  1 State three ways to identify a good market location.  2 What is planning?  GBENGA BABALOLA [2015], ESSENTIAL MARKETING FOR SENIOR SECONDARY SCHOOLS.  ALFRED .I. OKAFOR [1995], PRINCIPLES OF MARKETING. | STUDENT ACTIVITIES  The students participate very well.  The students listen very attentively.  The students make contributions.  The students listen and ask questions.  The students listen and make contributions.  The students listen and answer the questions correctly.  The students copy their notes and  assignments. |

H.O.D’S COMMENT: ------------------------------------------------------

H.O.D’S SIGN: ---------------------------------------------------------------

DATE: -------------------------------------------------------------------------