FIRST-TERM LESSON PLAN ON WEEK ONE SS 1 MARKETING ENDING ON………………15TH SEPTEMBER, 2023.

THEME: INTRODUCTION TO MARKETING

DATE: MONDAY 9TH SEPTERMBER, 2024.

CLASS: SS 1

SUBJECT: MARKETING

MODE: 23

TIME: 12.40-2.00

DURATION: 80 MINUTIES

PERIOD: 4

UNIT TOPIC: MEANING OF MARKETING

SUB-TOPIC: FUNCTIONS OF MARKETING

SPECIFIC OBJECTIVE: At the end of the lesson students should be able to: [A] Define marketing [B] Give examples of marketing [C] States the functions of marketing.

INSTRUCTIONAL RESOURCES: Picture and chart.

LESSON PRESENTATION:

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| STEPS  PRE-STEP: 1  IDENTIFICATION OF PRIOR IDEAS:  STEP: 2  EXPLORATION  STEP: 3  DISCUSSION:  STEP: 4  APPLICATION  STEP: 5  EVALUATION  ASSIGNMENT:  REFERENCE BOOKS: | TEACHERS ACTIVIES  The students have been taught what is market and types of markets.  The teacher asked the students the following questions:  1 What is market?  2 Mention two market in you locality.  The teacher define marketing. Marketing is the process of communicating the value of a product or service to customers.  It is an integrate process through which companies build strong customer relationship and create values for their customers and for themselves.  Marketing is based on thinking about the business in terms of customers’ needs and satisfaction.  Examples of marketing are as follows: Marketing is therefore, a basic function of all business firm. Examples: When a salesperson sells washing machines, a doctor treats a patient or a Government asks people to take their children for polio drops, each is marketing something to meet the targets.  FUNCTIONS OF MARKETING ARE: Buying, selling, financing, storage, transportation, processing, and promoting and market information.  BUYING: This involves what to buy, what quality, how much from whom, when and at what price?  SELLING: It is a way to give your customers what he or she wants.  FINANCING: Financing is refers to how your business will obtain the money it needs to starts operations and stay operable.  STORAGE: It involves the keeping of goods in proper condition from the time they are produced until they are needed by consumers.  TRANSPORTATION: This is the physical means whereby goods are moved from the place where they are produced to where they are needed for consumption.  PROEESSING: It involves turning a raw product like wheat into something the customers can use. Examples bread etc.  PROMOTION: A product or service is useless to your business if no one knows about it. So the promotional aspect of marketing refers to the efforts you make to get the world know about what you are selling.  The teacher explain to the students on how to make the use of the knowledge on what they have learnt.  The teacher evaluates the lesson:  [A] Define marketing [B] Explain the examples of marketing [C] State the functions of market  The teacher gives assignments as: 1 What is market? 2 Define marketing and give examples. 3 State five functions of marketing and explain.  GBENGA BABALOLA [2015], ESSENTIAL MARKETING FOR SENIOR SECONDARY SCHOOLS.  ALFRED J. OKAFOR [1995], PRINCIPLES OF MARKETING [ the atomic approach] | STUDENTS ACTIVIES  The students listen very attentively.  The students listen and ask the questions.  The students listen and makes some contribution.  The students participated actively in the class.  The students asks questions.  The students answer the questions correctly.  Students copy their assignment. |

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

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

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