

## SS3 COMMERCE

### SCHEME OF WORKS

#### TOPIC

#### WEEK

1. Introduction to marketing meaning, functions and importance of market.
  - Types of market, marketing concept and marketing mix. (4ps)
2. Market Segmentation and types.
  - Market research
  - Advertising – Meaning, types and methods.
  - Advertising, media, merits and demerits of each medium.
  - Sales promotion, firms etc.
3. Meaning of Business Document
  - Means of payment – Legal tender.
  - Through the post office.
4. Privatization and commercialization.
  - Meaning of privatization and commercialization.
  - Merits and demerits of privatization and commercialization.
  - Deregulation-meaning, Advantages and disadvantages.
5. Economic grouping in west Africa.
  - Meaning of economic groupings

- ECOWAS- History, member countries, objective, Achievement, problems etc.

- NIGER BASIN COMMISSION (NBC) History, member countries, objectives, Achievements, Problems.

- LAKE CHAD BASIN COMMISSION (LCBC)

- History, member countries, objectives, Achievements, Problems.

**6. ECONOMIC GROUPINGS IN WEST AFRICA (Continued).**

- West Africa Clearing House (WACH)

- History, member countries, Objectives, Achievements, Problems.

**7-8 MOCK EXAMINATION**

**9-13 WAEC EXAMINATION.**

## **WEEK ONE**

### **1.0. INTRODUCTION TO MARKETING**

#### **1.1. Meaning:**

1. Marketing is a total system of business activities designed to plan, price, promote and distribute want. Satisfying goods and services to present and potential customers
2. It can also be defined as associated activities, which determine the customer's demand for and the sale and distribution of goods and services.
3. Marketing is a combination of activities and process involved in moving goods and services from the producers to the customers.

#### **1.2. FUNCTIONS OF MARKETING**

Marketing is made up of the following specialized functions namely.

- i. Advertising
- ii. Buying
- iii. Selling
- iv. Storage/Warehousing
- v. Transportation
- vi. Financing
- vii. Risk bearing
- viii. Research and information
- ix. Standardization and grading.

### 1.3. IMPORTANCE OF MARKETING

1. Improvement in standard of living.
2. Effective distribution of goods and services.
3. Provision of job opportunities.
4. Improvement in the productive capacity.
5. Linking of local communities to the world.
6. Ensures consumer's satisfaction.
7. Export promotion.
8. Bridge gap between producers and consumers.
9. Reaction of demand.
10. Exchange of goods and services.
11. Creation of market for goods and services.
12. Contribution to profit.

### 1.4 TYPES OF MARKET

There are two types of market. These are explained below.

1. **Consumer Markets:** These consist of ultimate consumers who buy and use products or services for their own personal or household use. This market satisfies strictly non-business wants and the ultimate goal is not profit maximization. e.g a consumer who buys food and clothing materials.

2. Industrial Markets: These are industrial or institutional organizations that buy products or services for use in their own business or to make other products. These markets constitute the industrial users. e.g. A supermarket who buy floor wax.

1.5. **MARKETING CONCEPT:** This is a concept, which emphasizes.....