

FIRST TERM

SUBJECT: BUSINESS STUDIES

CLASS: JSS 3

SCHEME OF WORK

WEEKS	TOPICS
1	Revision of last term
2	Advertising
3	Transportation
4	Communication
5	Consumer Protection and Awareness
6	Double Entry Book Keeping
7	Double Entry Book Keeping (Cont.)
8	Trial Balance
9.	Trial Balance (Cont.)
10	Factors of production
11	REVISION
12	EXAMINIATION

WEEK TWO

JSS 3

TOPIC: ADVERTISING

Advertising may be defined as business term or means or bringing the existence of new and old products in the market to the knowledge of the consumers. It is the process by which members of the public are informed about available goods in the market.

Importance/functions of Advertising

1. Advertising provides information about the goods in the market
2. It enlightens the members of the public about the usefulness of the products
3. It creates awareness
4. It helps the producer to promote the sales of the products
5. It directs potential consumers to where they can easily get the product
6. It helps in publicizing brand names

Media Of Advertising

The media of advertising are:

- i. Newspaper
- ii. Television
- iii. Radio
- iv. Window display
- v. Cinema
- vi. Billboard
- vii. Sales Van
- viii. Posters/leaflets
- ix. Magazines/journals

1. TELEVISION – this is through audio/visual one in which the people can see the image of the product and be educated on the usefulness of the product.

2. NEWSPAPER – advertising the dailies wh