

SECOND TERM SS1 MARKETING LESSON NOTE

SCHEME OF WORK:

WEEK 1: WHAT MARKET DO?

WEEK 2: TYPES OF MARKET

WEEK 3: TYPES OF MARKET CONTINUED

WEEK 4: CONSUMER BEHAVIOUR AND ORGANIZATIONAL BEHAVIOUR

WEEK 5: CONSUMER BEHAVIOUR AND ORGANIZATIONAL BEHAVIOUR (CONTD.)

WEEK 6: MARKETING SSS1 SECOND TERM MID-TERM ASSESSMENT
- TEST

WEEK 7: MARKETING PLANNING PROCESS AND RESEARCH

WEEK 8: MARKETING PLANNING PROCESS AND RESEARCH CONT.

WEEK 9: MARKETING PLANNING PROCESS AND RESEARCH CONT.

WEEK 10: PRICING ADVERTISING MARKETING SSS1 SECOND TERM FINAL ASSESSMENT
- TEST

WEEK 1 TOPIC: Introduction to Marketing

Performance Objectives

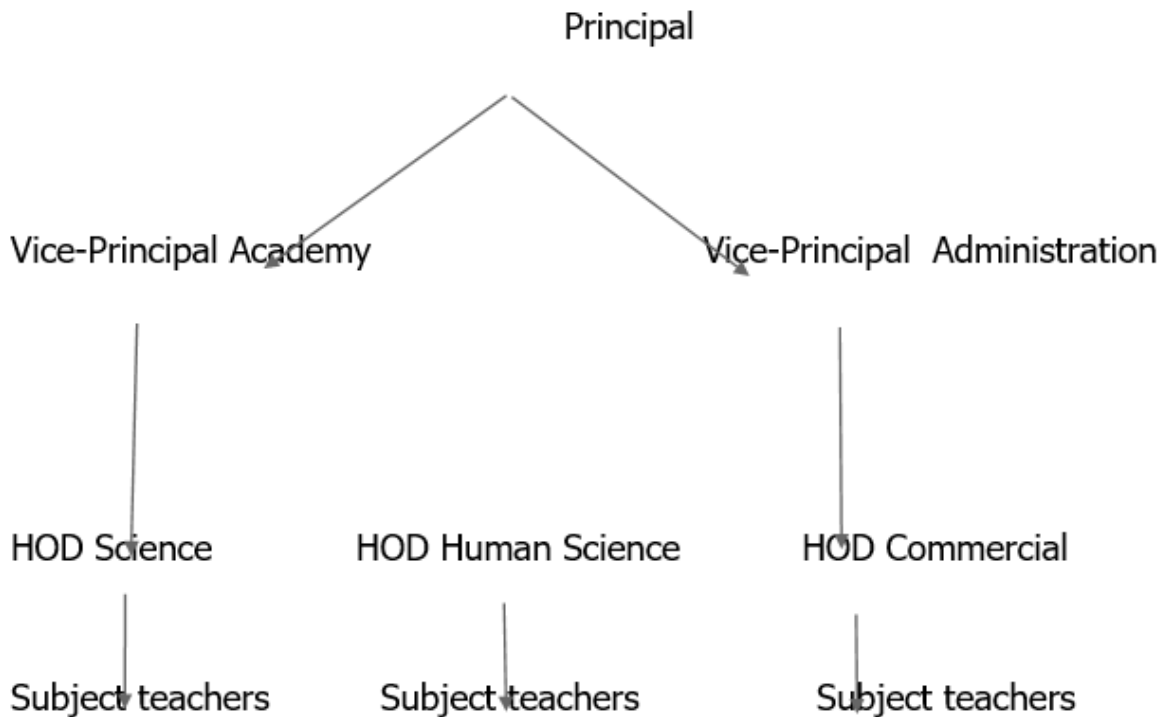
Students should be able to explain:

1. Operations of organizations and individual using an organizational chart
2. Actions before marketing;
3. Mobilization of force
4. Utilization of feedback
5. Production of quality goods and services
6. Managing distribution networks
7. Advertisement and promotion

Organisational Chart

Organisational Chart could be regarded as a business or establishment structure. It connotes orderliness, roles, and responsibilities, leadership and followership, connotes line of command and authority.

For example, organisational chart or structure of a well established Secondary School is as below:



Actions Before Marketing

Business organisation before the identification of the needs and wants of the customer which is the core of marketing do perform and embark on certain activities in preparation for business operations. The greatest assets of any business organisation are the staffs, the reason is that of all the resources: men, material, money, machine, method, men which constitute the employees are the only one who manipulates the other variables.

For the purpose of this study, the business operational actions before marketing would be examined under the following matters:

i. Mobilisation of workforce

This connotes recruitment or employment of competent and relevant workforce who are capable enough to discharge their roles and responsibilities efficiently and effectively. Business organisations recruit employees through several methods and procedures such as using advertisements to communicate the vacancy, shortlisting of interested applicants for an interview (oral and written), the offer of provisional job before conversion of such to full staff/permanent employment. It can also be through casual labour. Mobilization of the workforce could also be described as equipping employed staff with necessary training programmes that would enable them to understand the mission and vision among other things than organization stands for i.e why they are in business

ii. Utilisation of feedback

To utilise means to make use of something or to 'consume' or put something into good and effective use. The utilisation of feedback means to make the right use of information which had been gathered or collected data either by the staff of an organisation who have been mobilised to collect relevant data on the need and want of the markets with a view to channelling the resources of the organisation for the manufacturing and production of products that is needed by the people.

iii. Production of quality goods and services

To produce means to manufacture or invent something and quality means standard and perfection. It connotes excellence, reliability, durability and the relative absence of defects. The business organisation through the right mobilisation of productive and utilisation of feedback with a view to converting this for the production of quality goods and services.

iv. Managing distribution networks

To manage is to coordinate, supervise, plan, direct and communicate. A distribution network means the channel or method or the vehicle through which goods and services produced by a business organisation get across to the target markets and whichever distribution networks an organisation adopt must be coordinated, monitored, supervised, well planned which is the basis of management.

Forms of Distribution Network

- i. From manufacturer ---> consumer
- ii. From manufacturer ---> retailer--->consumer
- iii. From manufacturer---->wholesaler -->retailer---> consumer
- iv. From manufacturer---> wholesaler---> consumer

v. Advertisement and Promotion

This connotes the channel of communicating the benefits and potentials of an organisation's products over rival or competing products.

Advertisement is paid for, a non-personal presentation of message or idea through a mass medium to a heterogeneous audience. The channels are radio, television, magazines, newspapers etc. Promotion means to make known the availability of the product to the end-users.