

MARKETING SS II SECOND TERM

SUB-THEME 1: DISTRIBUTION MARKETING

WEEK	TOPIC	PERFORMANCE OBJECTIVES	CONTENT	ACTIVITIES		TEACHING AND LEARNING RESOURCES	EVALUATION GUIDE
				TEACHER	STUDENTS		
1	Warehousing I	Students should be able to: (1) define warehousing. (2) list the types of warehousing.	(1) Warehousing (2) Functions of warehousing.	(1) Explains the meaning of warehousing. (2) Functions of warehousing.	(1) Listen attentively. (2) Ask questions (3) Respond to teacher's questions.	(1) Picture of warehouse. (2) Magazines (3) Photographs (4) Textbooks	Students to: (1) explain warehousing. (2) list four functions of warehousing.
2	Warehousing II	Students should be able to: (1) list the types a warehousing. (2) give the importance of each type.	(1) Types of warehousing. (2) Importance of each type.	(1) Explains the types of warehousing. (2) Discusses the importance of each type of warehouse.	(1) Listen attentively. (2) Ask questions (3) Respond to teacher's questions.	(1) Product from warehousing. (2) Textbooks (3) Photographs (4) Magazines	Students to: list three types of warehousing.
3	Warehousing III	Students should be able to: enumerate the activities of warehouses.	Activities of warehouses.	Explains the activities of warehouses.	Listen attentively	(1) Textbook (2) Magazines.	Students to: explain the activities of warehouses.
4	Warehousing IV	Students should be able to: list the functions of each type of warehouse.	Functions of types of warehouse: -wholesaler -retailer warehouse -bonded warehouse.	Takes students on a visit to warehouse.	Visit to a warehouse.	Product from warehouse.	Students to: narrate the experience of their visit to a warehouse.

Marketing Scheme Of Work 3rd Term

A Gutmann



Marketing Scheme Of Work 3rd Term:

Marketing Scheme on Peer-to-Peer (P2P) Communication Software Anticipating 4G Steffen Dubiel, 2004-11-04

Inhaltsangabe Abstract This diploma thesis paper is after contemplating the current state of ITC telco's shift towards commoditisation and challenges in facing the upcoming overall mobile wireless development beyond 3G B3G 4G aimed at prosperously resolving a marketing proposition on a quite ingenious Siemens mobile P2P communication solution named Siemens Anywhere PocketSERVent by virtue of the marketer's generic means the Product marketing mix dedicated to fundamental questions of product price promotion place P4 Strategic marketing and ITC business as well as down to earth operational themes will get propelled The chief emphasis is put on surging virtualisation related to product service property and as usually less exposed the shift towards intangible values foremost customer relationship and momentum of the hi tech brand perception The intend is to supply a big yet detailed P2P 3G B3G and wireless picture to the marketer even accountant as well as applied marketing pricing issues to the SW developer or mobile techn expert After a brief overview ch 1 chapter 2 is about introducing the main points rel peer to peer P2P it's rather social impacts technological mindset and ongoing research as well as contemporary benefits The intention is to free both the subject and evaluation from hype or byzantine aspects to present P2P's potential as well as existent contributions to corporations aware of bus value from IT paralleling the fashion well known IT players dominate e.g. Web services Chapter 3 prepares a general understanding of present day and forthcoming ITC leitmotivs more precisely for why ITC esp 3G innovations have been disappointing Analysing soft product and service service innovations is upon hard value at the dawn of this decade's decentralisation mobilisation and virtualisation following results and side effects of globalisation the tractate's author is going to constantly question whether proven and established marketing practice can answer the train of virtual i.e. through and through digital products value chains organisations or business and or value creation communities Nevertheless ch 3's focal point is the wireless or mobile wireless resp upgrowth convergence rel mobile IP P2P B3G 4G At beginning of the new millennium telcos are forced to get out of the industrial age's proprietary hardware and services Less because of customer's Agricultural Economics Literature United States. Bureau of Agricultural Economics. Library, 1939 *The Parliamentary Debates (official Report)*. Great Britain. Parliament. House of Commons, 1928 **The Colliery Guardian and Journal of the Coal and Iron Trades**, 1928 *Weekly Market Growers' Journal*, 1912 Marketing Management F. Lao, 1998 *Parliamentary Debates* New Zealand. Parliament, 1949 **Hearings, Reports and Prints of the House Committee on Public Works** United States. Congress. House. Committee on Public Works, **Parliamentary Debates (Hansard)**. Great Britain. Parliament. House of Commons, 1928 Contains the 4th session of the 28th Parliament through the session of the Parliament **The C-span Revolution** Stephen E. Frantzich, 1996 Explores the inception development and current status of the public service television network and examines C SPAN's impact on public figures and the station's role in the development of cable TV *Making a*

Large Irrigation Scheme Work Djibril Aw, Geert Diemer, 2005 *Making a Large Irrigation Scheme Work* provides a history of irrigation management in Mali from colonial times to post independence. It looks at how irrigation management reforms came about at Mali's Office du Niger and how relevant this reform process is for irrigation schemes in other countries. Mali's irrigation scheme was an outcome of colonial settlement with the corresponding lack of rights for cultivators to own land, process paddy and market rice. Post independence a coalition of government and irrigation agency staff contributed to governmental unwillingness to reform the scheme's management. Government interest lay in satisfying the growing demand for rice from its burgeoning urban constituency and a fear of riots in response to rice shortages and high prices. Its interest also lay with maintaining the support of the agency's staff. The authors analyze how field teams funded by bilateral donors shaped technical and institutional change to fully reform management and how grain market reforms provided farmers stronger incentives and raised yields. The combination of changes inside and outside the scheme gradually shifted the balance of power and led to a stakeholder setup in which organized farmers replaced the agency. Regime change to multiparty democracy and policy change toward economic liberalization then opened a window of opportunity that the government used to consolidate the reforms and the new balance of power. The success of the reform process lies in the way Mali's government came to commit to the irrigation reforms. The paper indicates how commitment by other governments may be achieved by using the same and other tools. *Making Large Irrigation Schemes Work* is a useful resource for professionals involved in the transfer of management authority from government to user associations.

Third Interim Report of the Industrial and Agricultural Requirements Commission South Africa. Industrial and Agricultural Requirements Commission, 1941

Factor X Harry Lehmann, 2017-09-28 This book describes and analyses necessities for a more resource efficient world. It discusses solutions for a more sustainable use of natural resources addressing decision makers and experts from the fields of policy development, industry, academia, civil society and the media. The book presents strategies, concrete ways and examples of achieving more sustainable resource use in practice. Following on from two previous titles published on Factor X by the Umweltbundesamt German Environment Agency entitled *Factor X Policy Strategies and Instruments for a Sustainable Resource Use* 2013 and *Factor X Resource Designing the Recycling Society* 2014, this book further investigates how savings in natural resources and resource efficiency improvements could be achieved focusing on good practice examples that cover different resource categories, pursue different efficiency strategies and come from different sectors e.g. innovative products or services, technology, management approaches, systemic approaches etc. The background against which this work is done has a highly comprehensive span from the first Declaration of the Factor X Club in the nineties to the European Commission's Roadmap to a Resource Efficient Europe that was published in September 2011 through to the German Federal government's German Resource Efficiency Programme ProgRes I and II in 2012 and 2016, the G7 Alliance for Resource Efficiency and most recently the development and implementation of the Sustainable Development Goals (SDG).

The Economist ,1926 California Cultivator and Livestock and Dairy Journal ,1916 **Promotional Marketing**

Roddy Mullin,2018-05-15 In today s connected world promotion is fundamental to everything we do to drive business This is a new edition of an established book updated with the latest research on the shopper buyer and how to reach their tipping point when the decision to buy is made now covering mobile online and bricks and mortar sales and marketing This book clarifies why a focus on the customer is key and how to communicate with them from even before they discover a want or need to the point of purchase and after The author of this important book explains how and when to use suppliers agencies printers insurers etc for promotions of all types including advertising outdoor on websites and in print experiential marketing road and trade shows exhibitions merchandising and sales promotions in store web and mobile promotion offers Processes describe and explain how to implement promotional marketing to achieve business objectives Promotional Marketing is a practitioner guide to sales and marketing for agencies entrepreneurs and small businesses and those seeking a career in retail It is packed with real life and award winning case studies and practical briefs NatWest Diageo Sainsbury s Shell and Radisson for example as a starter for when the client needs a creative answer yesterday It is also tuned to those studying providing a chapter on how marketing and sales fit into business

ECMLG 2017 13th European Conference on

Management, Leadership and Governance Martin Rich,2017-12-11 hese Proceedings represent the work of contributors to the 13th European Conference on Management Leadership and Governance ECMLG 2017 hosted this year by the Cass Business School City University of London on 11 12 December 2017 The Conference Chair is Dr Martin Rich The conference will be opened with a keynote address by Dr Helen Rothberg from Marist College Poughkeepsie USA with a speech entitled Everything I Know about Leadership I Learned as a Bartender On the second day the keynote will be delivered by Dr Amanda Goodall from City University of London on the topic of Why we need core business experts as leaders ECMLG is a well established platform for individuals to present their research findings display their work in progress and discuss conceptual advances in many different branches of Management Leadership and Governance At the same time it provides an important opportunity for members of the community to come together with peers share knowledge and exchange ideas With an initial submission of 160 abstracts after the double blind peer review process there are 61 academic papers 8 PhD Papers and 2 Work in Progress papers in these Conference Proceedings These papers reflect the truly global nature of research in the area with contributions from Australia Austria Belgium Brazil Canada Czech Republic Finland Germany Hungary Iran Ireland Israel Kazakhstan Kenya Lithuania Malaysia

Overseas Business Reports ,1968

United States Foreign Trade ...

Annual ,1968 *Google Advertising Tools* Harold Davis,David Iwanow,2009-11-16 With this book you ll learn how to take full advantage of Google AdWords and AdSense the sophisticated online advertising tools used by thousands of large and small businesses This new edition provides a substantially updated guide to advertising on the Web including how it works in general and how Google s advertising programs in particular help you make money You ll find everything you need to work

with AdWords which lets you generate text ads to accompany specific search term results and AdSense which automatically delivers precisely targeted text and image ads to your website Google Advertising Tools focuses on best practices with several case studies that demonstrate which approaches work well which don't and why Google's ad programs can help any business with a web presence and this guide explains precisely how to use them Learn how to create effective campaign plans for your website Understand the PageRank algorithm Search Engine Optimization SEO and Search Engine Marketing SEM Drive traffic to your website and make money as an advertising host Add AdSense code and Google search to your site Learn how content search and referral ads perform Create and edit AdWord campaigns Monitor AdWords activity and improve your campaign's performance

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