

Free WAEC Marketing Syllabus by Studentmajor

Introduction to Marketing

- (a) Meaning;
- (b) Explanation of basic terms in marketing: needs, wants, demands, product, exchange, transactions, and markets,
- (c) Brief history of marketing in Nigeria;
- (d) Functions of marketing.

2 Marketing Concepts

- (a) Meaning;
- (b) Various marketing concepts (production, product, selling, marketing and societal marketing).

3 Marketing Mix and Marketing Environment

- (a) Meaning;
- (b) Elements (4 Ps):
- (c)i Explain Marketing Environment
- (c)ii Factors affecting marketing environment:
 - political;
 - cultural;
 - religious;
 - economic;
 - technological;
 - social.

4. Products

- (a) Meaning;
- (b) Classification (Industrial goods, consumer goods, services, primary and secondary products and mineral products-oil and non oil;
- (c) Distinctions between classes of products.
- (d) Product Design*

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5. Markets (a) Meaning;
(b) Classification:
- Consumer;
- Organization (industrial, reseller and government)
6. Consumer and Organizational Behaviour (a) Meaning;
(b) Influencing factors;
(c) Decision process in logical order
7. Marketing Planning and Research (a)i Meaning, process and importance;
ii Elements of marketing planning;
iii Information required for marketing planning
(b) Reasons for marketing planning and research.
(c) Utilization of feedback
8. Pricing (a) Meaning;
(b)i Strategies (haggling, cost-plus, demand and competition);
ii Application of strategies*
(c) Price determinants.
9. Advertising (a) Definition;
(b) Functions;
(c) Media - meaning, types, advantages and disadvantages.
(d) Production of sample adverts*
10. Sales Promotion (a) Meaning and Functions;
(b) Forms - price-off, coupons, salesmen competition,

loyalty schemes, premium offers, trade-in-allowance, sampling, training schemes, and merchandising incentives.

- 11 Merchandising (a) Meaning;
(b) Elements (packaging, branding and labeling)
(C) Influencing factors;

(d) Functions.
- 12 Distribution (a) Definition;
(b) Channels of distribution (definition and types)
Factors influencing choice of distribution
(c) channels
(d) Functions of channel members.
- 13 Transportation (a) Meaning, mode, choice and importance;
(b) Documents used in transportation;
(c) Factors affecting choice of transportation
- 14 Warehousing (a) Meaning, types and functions.
(b) Activities in the warehouse
- 15 Market Unions and Facilitators (a) Market Unions (Meaning and types)
(b) Roles of Market Unions in local markets;
(c) Market Facilitators – meaning, types and roles.
- 16 International Marketing (a) Meaning, importance/reasons and methods of engaging in international marketing,

(b) Influencing factors;

(c) Guiding rules and regulations;

17 ICT in Marketing (a) E-Marketing (electronic marketing) – meaning, importance, uses, ethics and abuses.

18 Entrepreneurship in Marketing (a) Meaning of entrepreneurship and entrepreneur;
(b) Sources of funds;
(c) Factors affecting location of a market outlet;
(d) Management of market outlets – purchase and supply of goods and services;
(e) Selling and bargaining skills;

***Emphasis should be on practical**

5. SUGGESTED READING LIST

1) Fundamentals of Marketing by O.O. Shokan – MAM Education Limited, Lagos.

2) Commerce Textbook by G.A. Saka and Nnabuko J.O. – Emiola Publisher Ltd

3) Marketing in Nigeria: Concepts, Principles and Decisions, 2nd Edition by B.A. Agbonifoh, O.E Ogwo, D.A. Nnolim, and A.D. Nkamnebe, (2007) - Afr Towers Limited Publisher.

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