

# The New Senior Secondary Curriculum for Sierra Leone

## Subject syllabus for Principles of Marketing

Subject stream: Economics, Business, and Entrepreneurial Studies



This subject syllabus is based on the National Curriculum Framework for Senior Secondary Education. It was prepared by national curriculum specialists and subject experts.



## Curriculum elements for Principles of Marketing (a core subject)

### Subject description

Marketing is an important component of business and commerce. 'Principles of Marketing' introduces students to concepts of business and marketing to promote the sale and distribution of goods and services for profit maximization.

### Rationale for including Principles of Marketing in the Senior Secondary School curriculum

Study of the Principles of Marketing at Senior Secondary School level will:

- introduce students to the concepts of business and commerce.
- improve the knowledge of students on how production and distribution of goods and services occur.
- introduce students to the importance of marketing in business.
- broaden the horizon of students on how goods and services are introduced on the market.
- help decide future career paths.
- help to promote interest in conceiving a business idea and selling it.

### General Learning Outcomes (Broad Goals)

At the end of the course, students will be able to:

- describe the marketing concepts and explain how they can be used by businesses.
- show how marketing research can be used to define the marketing concept.
- understand how to develop and implement a marketing strategy
- understand the connections between product development, promotion, pricing, and profit



## Content and Structure of the Syllabus in Senior Secondary Schools

	SSS 1	SSS 2	SSS 3
<b>Term 1</b>	<p><b>Nature and Scope of Principles of Marketing</b></p> <ul style="list-style-type: none"> <li>• Definition of Principles of Marketing</li> <li>• The importance of marketing goods and services.</li> <li>• The differences between marketing and pricing</li> <li>• The different forms of marketing</li> </ul> <p><b>The Marketing Concept</b></p> <ul style="list-style-type: none"> <li>• The meaning of a marketing concept</li> <li>• The importance of a marketing concept</li> <li>• Meeting customers' needs</li> <li>• Implementing the marketing concept</li> <li>• Seeking a competitive edge</li> </ul>	<p><b>Communicating with Employees and the Business</b></p> <ul style="list-style-type: none"> <li>• Definition of business communication</li> <li>• Importance of business communication</li> <li>• Barriers of effective communication</li> <li>• Motivating employees</li> <li>• The forms of motivation</li> <li>• How to hire and fire employees.</li> </ul> <p><b>Pricing</b></p> <ul style="list-style-type: none"> <li>• The meaning of price</li> <li>• Importance of price</li> <li>• Pricing objectives</li> <li>• Factors influence pricing</li> <li>• Pricing strategy</li> </ul>	<p><b>Functions of Business</b></p> <ul style="list-style-type: none"> <li>• Organizational chart</li> <li>• Shareholders and the Board of Directors</li> <li>• The importance of shareholders and the Board of Directors</li> </ul> <p><b>Business Organization</b></p> <ul style="list-style-type: none"> <li>• Business ownership</li> <li>• Unincorporated business</li> <li>• The private sector</li> <li>• The importance of the private sector</li> <li>• Stakeholders in marketing</li> </ul>
<b>Term 2</b>	<p><b>Developing a Marketing Strategy</b></p> <ul style="list-style-type: none"> <li>• Definition of a marketing strategy</li> <li>• Choosing target markets</li> <li>• Market segmentation</li> <li>• Characteristics of a target market</li> </ul> <p><b>The Product Life Cycle</b></p> <ul style="list-style-type: none"> <li>• Define a product</li> <li>• Characteristics of a product</li> <li>• Stages of a product life cycle</li> <li>• Packaging</li> </ul>	<p><b>Quality Control</b></p> <ul style="list-style-type: none"> <li>• Definition of quality control</li> <li>• Importance of quality control in business</li> <li>• Improving and controlling quality</li> <li>• Inventory and control</li> <li>• Evaluating supplier performance</li> </ul> <p><b>Risk Management</b></p> <ul style="list-style-type: none"> <li>• Defining a risk</li> <li>• The different forms of business risk</li> </ul>	<p><b>Product Innovation</b></p> <ul style="list-style-type: none"> <li>• Definitions of product and innovation</li> <li>• Importance of product innovation</li> <li>• Development of new products</li> <li>• Stages in the development process</li> <li>• Producers' criteria for new products</li> <li>• Middlemen</li> </ul> <p><b>Product Mix Strategies</b></p> <ul style="list-style-type: none"> <li>• What is a product mix strategy?</li> <li>• Positioning the product</li> </ul>



	<ul style="list-style-type: none"> <li>Pricing your product</li> </ul>	<ul style="list-style-type: none"> <li>Safeguarding employees</li> <li>Crime prevention and control in business</li> <li>Financial record keeping</li> </ul>	<ul style="list-style-type: none"> <li>Positioning in relation to a competitor</li> <li>Positioning by price and quality</li> <li>Trading up and trading down</li> <li>Product mix expansion</li> </ul>
<b>Term 3</b>	<p><b>Strategy for Marketing Services</b></p> <ul style="list-style-type: none"> <li>Nature of services businesses</li> <li>How services differ</li> <li>Selling through intermediaries</li> <li>Steps in the creative selling process</li> <li>Attributes of a creative salesperson</li> </ul> <p><b>Advertising</b></p> <ul style="list-style-type: none"> <li>Meaning of advertising</li> <li>Importance of advertising</li> <li>Types of advertising</li> <li>Financing advertisements</li> <li>Selecting advertising media</li> <li>Measuring the results of advertising</li> </ul>	<p><b>Market Models</b></p> <ul style="list-style-type: none"> <li>Definition of Market</li> <li>Perfect competition</li> <li>Characteristics of perfect competition</li> <li>Monopolistic market</li> <li>Features of a monopolistic market</li> <li>Advantages and disadvantages of market models</li> </ul> <p><b>The Marketing Mix</b></p> <ul style="list-style-type: none"> <li>Definition of a marketing mix</li> <li>The features of a marketing mix</li> <li>The importance of a marketing mix</li> <li>The four Ps</li> <li>Implementing a marketing mix</li> </ul>	<p><b>Branding</b></p> <ul style="list-style-type: none"> <li>Definition of Branding</li> <li>Reasons for Branding</li> <li>Reasons for not Branding</li> <li>Selecting a good Brand name</li> <li>Protecting a Brand name</li> <li>Branding strategies</li> <li>Marketing under middlemen Brand</li> </ul> <p><b>Packaging</b></p> <ul style="list-style-type: none"> <li>Definition of packaging</li> <li>Importance of packaging</li> <li>Criticisms of packaging</li> <li>Labelling</li> <li>Types of labelling</li> <li>Labelling requirements</li> <li>Product designs</li> </ul> <p><b>Channels of Distribution</b></p> <ul style="list-style-type: none"> <li>Definition of channels of distribution</li> <li>Advantages and disadvantages of channels of distribution</li> <li>Designing distribution channels</li> <li>Selecting the type of channel</li> <li>Distribution of business goods</li> <li>Factors affecting choice of channels</li> </ul>



## Teaching Syllabus

Topic/ Theme/ Unit	Expected learning outcomes	Recommended teaching methods	Suggested resources	Assessment of learning outcomes
<b>Nature and Scope of Principles of Marketing</b> <ul style="list-style-type: none"> <li>Definition of Principles of Marketing</li> <li>The importance of marketing goods and services.</li> <li>The differences between marketing and pricing</li> <li>The different forms of marketing</li> </ul>	<ul style="list-style-type: none"> <li>Students should be able to define Marketing in their own words.</li> <li>They should be able to explain the purpose of marketing.</li> <li>They should know the main rules of marketing.</li> </ul>	<ul style="list-style-type: none"> <li>Ask students about their understanding of marketing</li> <li>Allow students to discuss this among themselves</li> <li>Explain to them what marketing is about.</li> </ul>	<ul style="list-style-type: none"> <li>Chalk board or white board</li> <li>Flip charts</li> <li>Use well-prepared reading notes</li> </ul>	<ul style="list-style-type: none"> <li>Assignment on every topic that is covered</li> <li>Mid-term tests with objective questions</li> <li>End-of-Term Examination</li> </ul>
<b>The Marketing Concept</b> <ul style="list-style-type: none"> <li>The meaning of a marketing concept</li> <li>The importance of a marketing concept</li> <li>Meeting customers' needs</li> <li>Implementing the marketing concept</li> <li>Seeking a competitive edge</li> </ul>	<ul style="list-style-type: none"> <li>All students should understand main steps to marketing a product.</li> <li>They should understand what customers need.</li> <li>They should know the importance of attracting consumers for any of their products.</li> </ul>	<ul style="list-style-type: none"> <li>Revise the previous lesson</li> <li>Ask them about their ideas on the topic</li> <li>Summarize their explanation on the topic</li> <li>Give them notes</li> <li>Ask them to do extra reading on the topic</li> </ul>	<ul style="list-style-type: none"> <li>A chalk board or a white board</li> <li>Lesson notes</li> </ul>	
<b>Developing a Marketing Strategy</b> <ul style="list-style-type: none"> <li>Definition of a marketing strategy</li> <li>Choosing target markets</li> <li>Market segmentation</li> </ul>	<ul style="list-style-type: none"> <li>Students know the importance of proper planning before introducing their products on the market.</li> <li>Students know who their customers are and how to target them.</li> </ul>	<ul style="list-style-type: none"> <li>Revise the previous lesson</li> <li>Determine what they understand and refresh as necessary</li> <li>Cite examples of target markets from their local environment.</li> </ul>	<ul style="list-style-type: none"> <li>Well-prepared notes</li> <li>Local business people</li> </ul>	



<ul style="list-style-type: none"> <li>• Characteristics of a target market</li> </ul>	<ul style="list-style-type: none"> <li>• Students better understand how customers behave.</li> </ul>	<ul style="list-style-type: none"> <li>• Give them reading materials</li> <li>• Class discussions</li> </ul>		
<p><b>The Product Life Cycle</b></p> <ul style="list-style-type: none"> <li>• Define a product</li> <li>• Characteristics of a product</li> <li>• Stages of a product life cycle</li> <li>• Packaging</li> <li>• Pricing your product</li> </ul>	<ul style="list-style-type: none"> <li>• Students know what a product is.</li> <li>• Students know the shelf life of their products</li> <li>• Students know how to price products for profit maximization</li> </ul>	<ul style="list-style-type: none"> <li>• Recap on the previous lesson</li> <li>• Give them examples of a product and a service.</li> <li>• Allow them to explain the importance of packaging a product</li> <li>• Show them examples of product packages</li> <li>• Explain the purpose of packaging</li> <li>• Show them how to design a product package</li> <li>• Give them notes for clear understanding of the topic</li> </ul>	<ul style="list-style-type: none"> <li>• Sample packaged and unpackaged products in class</li> <li>• A chalk board or a white board</li> <li>• Well-structured notes</li> </ul>	
<p><b>Strategy for Marketing Services</b></p> <ul style="list-style-type: none"> <li>• Nature of services businesses</li> <li>• How services differ</li> <li>• Selling through intermediaries</li> <li>• Steps in the creative selling process</li> <li>• Attributes of a creative salesperson</li> </ul>	<ul style="list-style-type: none"> <li>• Students know the differences between a product and a service</li> <li>• Students know how to create their own marketing strategies</li> <li>• They should be able to identify a perfect intermediary for their product and service</li> </ul>	<ul style="list-style-type: none"> <li>• Recap on previous lesson</li> <li>• Ask if they have done any marketing before</li> <li>• Give them examples of services</li> <li>• Explain to them what creativity is</li> <li>• Explain to them who an intermediary is</li> <li>• Give them some lesson notes</li> </ul>	<ul style="list-style-type: none"> <li>• Well-designed notes</li> <li>• Show videos on marketing a service</li> </ul>	



<p><b>Advertising</b></p> <ul style="list-style-type: none"> <li>• Meaning of advertising</li> <li>• Importance of advertising</li> <li>• Types of advertising</li> <li>• Financing advertisements</li> <li>• Selecting advertising media</li> <li>• Measuring the results of advertising</li> </ul>	<ul style="list-style-type: none"> <li>• Students know how to target their customers</li> <li>• Students know how to select the most appropriate media to communicate with customers</li> <li>• Students know what advertisement can do for a business</li> </ul>	<ul style="list-style-type: none"> <li>• Recap on previous lesson</li> <li>• Ask them about their idea on advertising</li> <li>• Summarize their ideas with examples</li> <li>• Tell them about the importance of advertising to business</li> <li>• Listen to an audio business advertisement</li> <li>• Ask them to act advertising in class</li> </ul>	<ul style="list-style-type: none"> <li>• Audio example of advertising</li> <li>• Well-structured lesson notes</li> </ul>
<p><b>Communicating with Employees and the Business</b></p> <ul style="list-style-type: none"> <li>• Definition of business communication</li> <li>• Importance of business communication</li> <li>• Barriers of effective communication</li> <li>• Motivating employees</li> <li>• The forms of motivation</li> <li>• How to hire and fire employees.</li> </ul>	<ul style="list-style-type: none"> <li>• Students know how to interact with workers</li> <li>• Students know how to improve the productivity of workers</li> <li>• Students understand the ills of poor business communication</li> </ul>	<ul style="list-style-type: none"> <li>• Recap on previous lesson</li> <li>• Ask them about their understanding of communication</li> <li>• Give them class work on business communication</li> <li>• Discuss examples of motivating staff with the students</li> </ul>	<ul style="list-style-type: none"> <li>• Class exercise on communication</li> <li>• Lesson notes</li> <li>• Flip chart illustration on communication</li> </ul>
<p><b>Pricing</b></p> <ul style="list-style-type: none"> <li>• The meaning of price</li> <li>• Importance of price</li> <li>• Pricing objectives</li> <li>• Factors influence pricing</li> <li>• Pricing strategy</li> </ul>	<ul style="list-style-type: none"> <li>• Students will be able to explain pricing in their own words</li> <li>• Students know how pricing is done</li> <li>• Students know the importance of pricing a</li> </ul>	<ul style="list-style-type: none"> <li>• Recap on previous lesson</li> <li>• Explain to them the importance of profit</li> <li>• Stress the purpose of staying in business</li> </ul>	<ul style="list-style-type: none"> <li>• Illustration of how pricing is done</li> <li>• Lesson notes on ways of pricing a product</li> </ul>



	product for profit maximization		• Recommended texts	
<b>Quality Control</b> <ul style="list-style-type: none"> <li>• Definition of quality control</li> <li>• Importance of quality control in business</li> <li>• Improving and controlling quality</li> <li>• Inventory and control</li> <li>• Evaluating supplier performance</li> </ul>	<ul style="list-style-type: none"> <li>• Students able to describe how to maintain quality control</li> <li>• Students know how to maintain effective inventory control</li> <li>• Students understand the need to choose suppliers carefully</li> </ul>	<ul style="list-style-type: none"> <li>• Recap previous lesson</li> <li>• Class discussion</li> <li>• Charts showing the process of quality control</li> <li>• Explain in detail with notes</li> </ul>	<ul style="list-style-type: none"> <li>• Lesson notes</li> <li>• Field trip to production sites</li> <li>• Illustration of how quality control is done</li> </ul>	
<b>Risk Management</b> <ul style="list-style-type: none"> <li>• Defining a risk</li> <li>• The different forms of business risk</li> <li>• Safeguarding employees</li> <li>• Crime prevention and control in business</li> <li>• Financial record keeping</li> </ul>	<ul style="list-style-type: none"> <li>• Students able to define risk and business risk</li> <li>• Students understand the essence of business security</li> </ul>	<ul style="list-style-type: none"> <li>• Recap previous lesson</li> <li>• Show students charts on the effect of poor risk management in business</li> <li>• Explain the concept with examples from their community</li> </ul>	<ul style="list-style-type: none"> <li>• Lesson notes</li> <li>• Field trip to business houses</li> <li>• Recommended textbooks</li> </ul>	
<b>Market Models</b> <ul style="list-style-type: none"> <li>• Definition of Market</li> <li>• Perfect competition</li> <li>• Characteristics of perfect competition</li> <li>• Monopolistic market</li> <li>• Features of a monopolistic market</li> </ul>	<ul style="list-style-type: none"> <li>• Students will be able to understand the different business models that exist</li> <li>• They will know how each of these models operate</li> <li>• Students will be able to identify the different type of market</li> </ul>	<ul style="list-style-type: none"> <li>• Ask the students to explain their understanding of the topic</li> <li>• Summarize their definitions with teacher's.</li> <li>• Explain the different models with examples where necessary</li> <li>• Provide a well-prepared lesson note</li> </ul>	<ul style="list-style-type: none"> <li>• A chalk board or a white board</li> <li>• Lesson notes</li> </ul>	





<ul style="list-style-type: none"> <li>Advantages and disadvantages of market models</li> </ul>				
<p><b>The Marketing Mix</b></p> <ul style="list-style-type: none"> <li>Definition of a marketing mix</li> <li>The features of a marketing mix</li> <li>The importance of a marketing mix</li> <li>The four Ps</li> <li>Implementing a marketing mix</li> </ul>	<ul style="list-style-type: none"> <li>Students would know what a marketing mix is</li> <li>Students know the connections between these marketing mix</li> <li>Students can implement a perfect marketing mix</li> </ul>	<ul style="list-style-type: none"> <li>Recap previous lesson</li> <li>Ask students to define a marketing mix in their own way</li> <li>Discuss the four Ps and their relevance</li> </ul>	<ul style="list-style-type: none"> <li>A chalkboard</li> <li>Well-developed lesson notes</li> </ul>	
<p><b>Functions of Business</b></p> <ul style="list-style-type: none"> <li>Organizational chart</li> <li>Shareholders and the Board of Directors</li> <li>The importance of shareholders and the Board of Directors</li> </ul>	<ul style="list-style-type: none"> <li>Students know what an organizational chart is</li> <li>Students know who a shareholder is in business</li> <li>Students can distinguish between a shareholder and a Board of Director</li> </ul>	<ul style="list-style-type: none"> <li>Recap the previous lesson with questions</li> <li>Show an example of an organizational chart</li> <li>Discuss the importance of the chart</li> <li>Ask them few questions about the lesson</li> <li>Give them well-structured lesson notes</li> </ul>	<ul style="list-style-type: none"> <li>Lesson notes</li> <li>Chalk board</li> </ul>	
<p><b>Business Organization</b></p> <ul style="list-style-type: none"> <li>Business ownership</li> <li>Unincorporated business</li> <li>The private sector</li> <li>The importance of the private sector</li> <li>Stakeholders in marketing</li> </ul>	<ul style="list-style-type: none"> <li>Students know what a business ownership is</li> <li>Students know what a private sector is</li> <li>Students can distinguish between private and public ownership of a business</li> </ul>	<ul style="list-style-type: none"> <li>Let them define a business organization</li> <li>Explain the importance of a private sector business</li> <li>Give them an assignment on the topic</li> </ul>	<ul style="list-style-type: none"> <li>A chalk board for illustration</li> <li>Lesson notes</li> </ul>	



<p><b>Product Innovation</b></p> <ul style="list-style-type: none"> <li>• Definitions of product and innovation</li> <li>• Importance of product innovation</li> <li>• Development of new products</li> <li>• Stages in the development process</li> <li>• Producers' criteria for new products</li> <li>• Middlemen</li> </ul>	<ul style="list-style-type: none"> <li>• Students know what innovation is</li> <li>• Students know why product innovation is necessary</li> <li>• Students know how to develop the right product</li> </ul>	<ul style="list-style-type: none"> <li>• Ask students what they understand about innovation</li> <li>• Explain why innovation is important in business</li> <li>• Give them examples of product innovation</li> </ul>	<ul style="list-style-type: none"> <li>• Chalk board or a white board</li> <li>• An example of a product that has undertaken innovation over a period</li> </ul>	
<p><b>Product Mix Strategies</b></p> <ul style="list-style-type: none"> <li>• What is a product mix strategy?</li> <li>• Positioning the product</li> <li>• Positioning in relation to a competitor</li> <li>• Positioning by price and quality</li> <li>• Trading up and trading down</li> <li>• Product mix expansion</li> </ul>	<ul style="list-style-type: none"> <li>• Students can identify the right product mix strategy</li> <li>• Students know how to prepare for competition</li> <li>• Students know how to price products to attract customers</li> </ul>	<ul style="list-style-type: none"> <li>• Recap previous lesson</li> <li>• Allow them to discuss what a strategy is</li> <li>• Link that to product mix strategy</li> <li>• Explain why price is important in this</li> </ul>	<ul style="list-style-type: none"> <li>• A chalkboard</li> <li>• Lesson notes</li> </ul>	
<p><b>Branding</b></p> <ul style="list-style-type: none"> <li>• Definition of Branding</li> <li>• Reasons for Branding</li> <li>• Reasons for not Branding</li> <li>• Selecting a good Brand name</li> <li>• Protecting a Brand name</li> </ul>	<ul style="list-style-type: none"> <li>• Students know what branding is</li> <li>• Students know the reasons for branding</li> <li>• Students know how branding is done</li> </ul>	<ul style="list-style-type: none"> <li>• Ask students what they understand about branding</li> <li>• Explain why businesses need branding</li> <li>• Discuss why businesses should protect their brands</li> </ul>	<ul style="list-style-type: none"> <li>• Lesson notes</li> </ul>	



<ul style="list-style-type: none"> <li>• Branding strategies</li> <li>• Marketing under middlemen Brand</li> </ul>		<ul style="list-style-type: none"> <li>• Show them an example of product branding</li> <li>• Ask them to develop a brand of their choice</li> </ul>		
<p><b>Packaging</b></p> <ul style="list-style-type: none"> <li>• Definition of packaging</li> <li>• Importance of packaging</li> <li>• Criticisms of packaging</li> <li>• Labelling</li> <li>• Types of labelling</li> <li>• Labelling requirements</li> <li>• Product designs</li> </ul>	<ul style="list-style-type: none"> <li>• Students know what packing is and how it is done</li> <li>• Students can overcome the criticisms of packaging</li> </ul>	<ul style="list-style-type: none"> <li>• Ask students what a package is and why it is important</li> <li>• Explain why labelling is necessary</li> <li>• Give them a well-prepared lesson note</li> </ul>	<ul style="list-style-type: none"> <li>• A chart showing different forms of packaging</li> <li>• Lesson notes and illustrations on how packaging is done</li> </ul>	
<p><b>Channels of Distribution</b></p> <ul style="list-style-type: none"> <li>• Definition of channels of distribution</li> <li>• Advantages and disadvantages of channels of distribution</li> <li>• Designing distribution channels</li> <li>• Selecting the type of channel</li> <li>• Distribution of business goods</li> <li>• Factors affecting choice of channels</li> </ul>	<ul style="list-style-type: none"> <li>• Students know how products are distributed for consumption</li> <li>• Students know how to design their own distribution channels for profit maximization</li> <li>• Students are able to choose which distribution channels to use</li> </ul>	<ul style="list-style-type: none"> <li>• Introduce the topic to the students</li> <li>• Ask them about their own understanding</li> <li>• Explain why distribution channels are important</li> <li>• Give them lesson notes</li> </ul>	<ul style="list-style-type: none"> <li>• A chalk or a white board</li> <li>• An illustration on the board</li> <li>• Lesson notes</li> </ul>	

