



## GENERAL STUDIES

| DATE  | SUBJECT   | ACTIVITY   |
|---|-----------|--|
| <b>INTRO BUSINESS STUDIES</b><br><b>Main topic aspects of marketing chapter 5</b> |           |  |
| 13 July 2020  | Intro EBM | Understand what is promotion   |
| 14 June 2020  | Intro EBM | Understand<br>Different types of product and service   |
| 15 July 2020  | Intro EBM | Understand types of selecting media  |
| 16 July 2020  | Intro EBM | Understand what is locality<br>Competition areat   |
| 17 July 2020  | Intro EBM | Define the pricing techniques<br>Marketing approach<br>Pricing strategies<br>Customers attitudes<br><br>Do activity 5.13 |
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