



## GENERAL STUDIES

DATE	SUBJECT	ACTIVITY
<b>INTRO BUSINESS STUDIES</b> <b>Main topic aspects of marketing chapter 5</b>		
20 July 2020	Intro EBM	Understand what is promotion
21 June 2020	Intro EBM	Understand Different types of product and service
22 July 202	Intro EBM	Understand types of selecting media
23 July 2020	Intro EBM	Understand what is locality Competition areat
24 July 2020	Intro EBM	Define the pricing techniques Marketing approach Pricing strategies Customers attitudes  Do activity 5.13