



higher education
& training

Department:
Higher Education and Training
REPUBLIC OF SOUTH AFRICA



Tshwane South
TVET College

"achieve the future"

SUBJECT: OFFICE PRACTICE

LEVEL: N6

MODULE/CHAPTER NO 4: THE ECONOMIC ENVIROMENT

TOPIC

THE ECONOMIC ENVIROMENT

After completing this topic, you will be able to:

- Define the needs and explain the different types of needs..
- Explain the factors that influence purchasing behaviour.
- Explain the concept 'market segmentation' and name the criteria for it.
- Describe the product positioning, the different groups in the market and the classification of consumer product in the market.
- Explain the following aspects of a marketing strategy: trademarks, packaging, pricing, distribution, promotion and the life cycle of the products.
- Explain the founding procedure and the characteristics of different forms of business ownership.

TOPIC

Content

- Introduction
- Needs
- Marketing products
- Types of ownership

