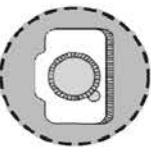


mIND mAPS

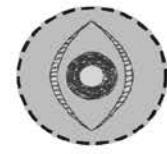
Learning MADE Simple



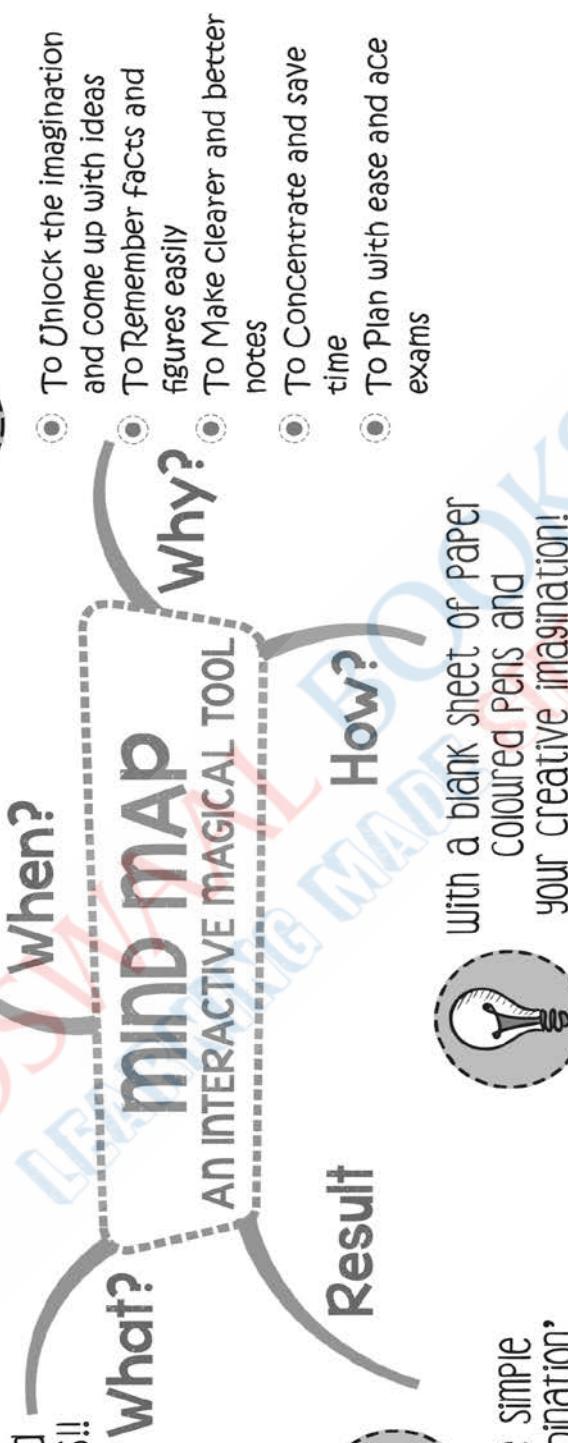
Presenting words and
concepts as Pictures!!



anytime, as frequency as you like
till it becomes a habit!



When?

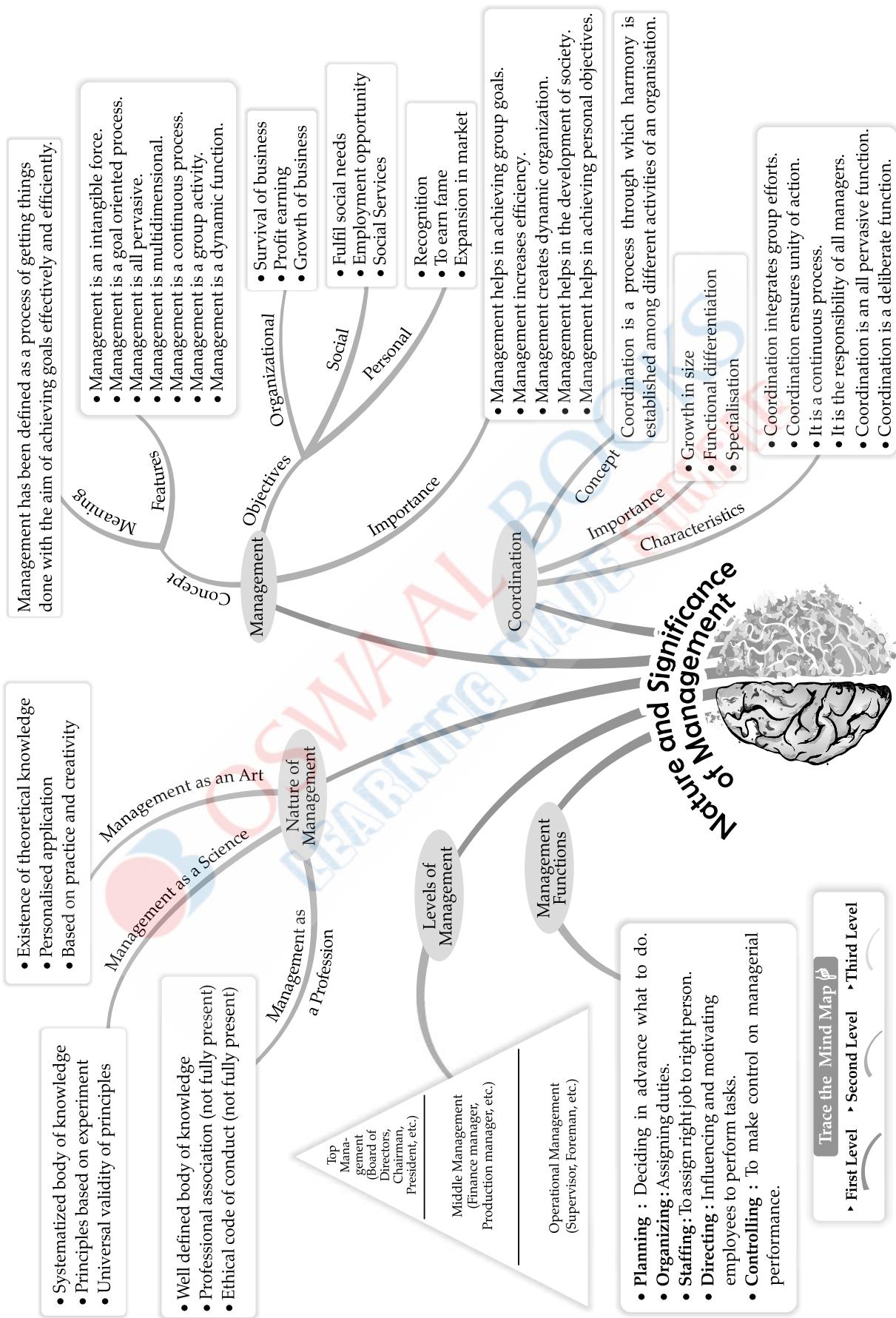


Learning made simple
'a Winning Combination'



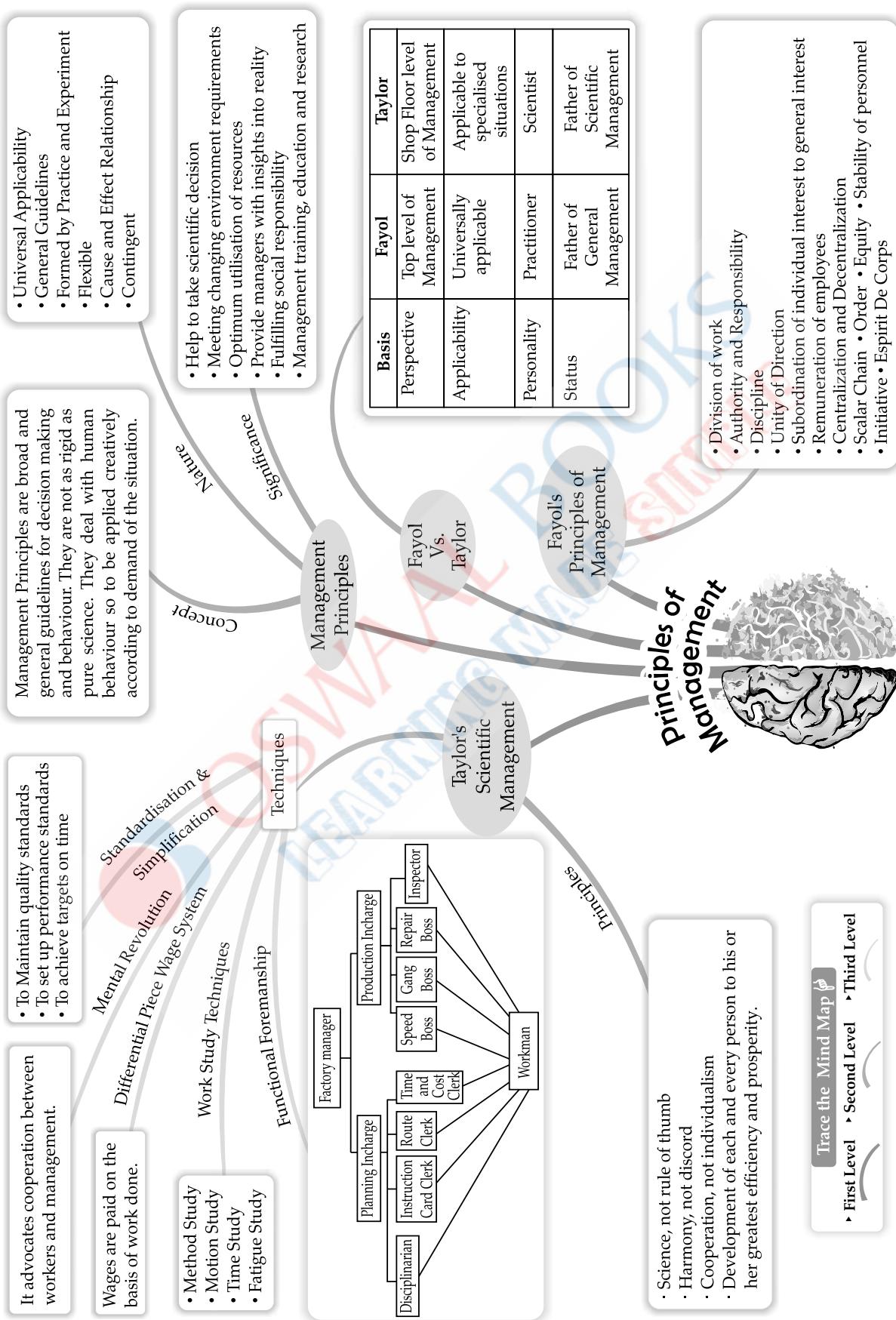
What are Associations?

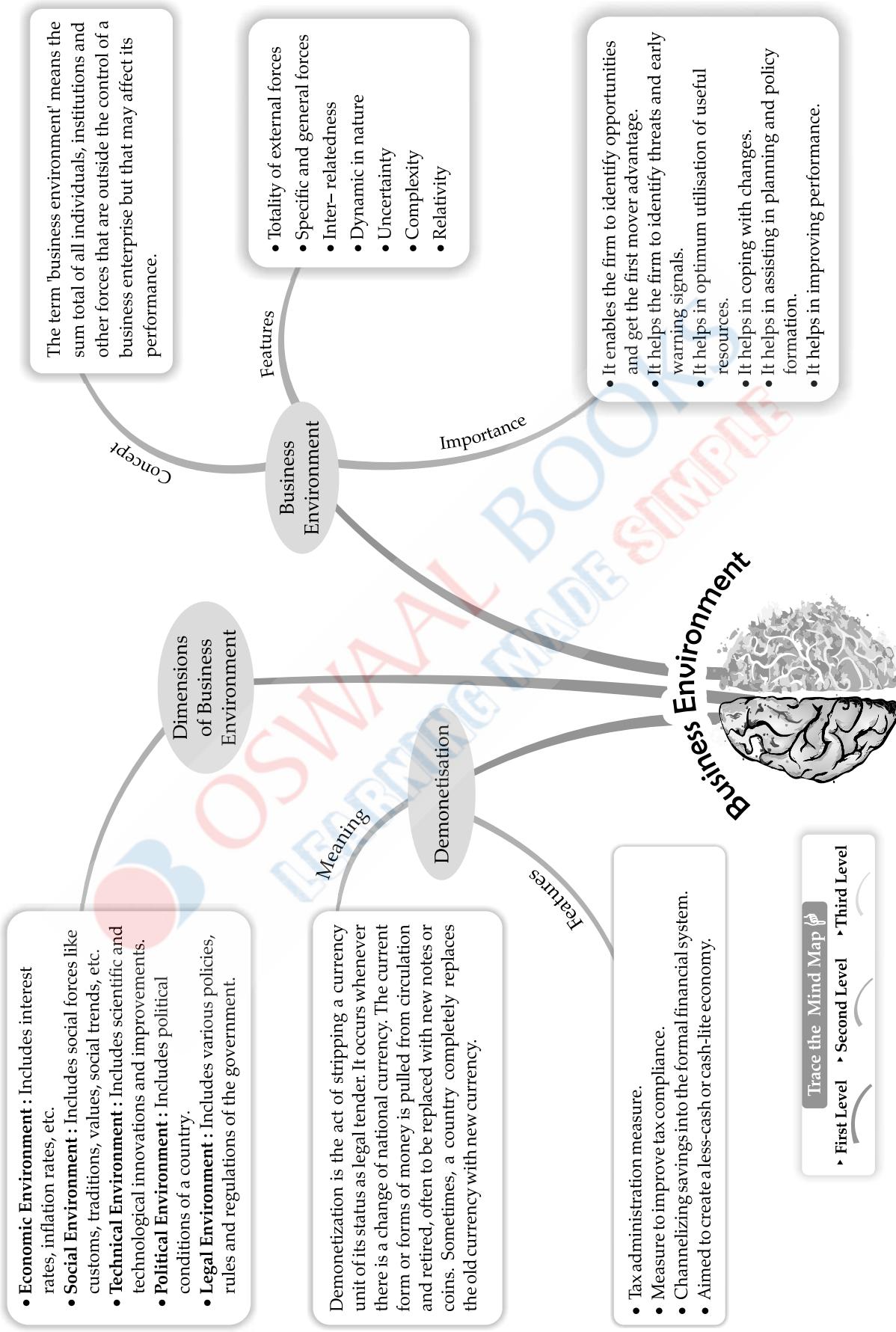
It's a technique connecting the core concept at the Centre to related concepts or ideas. Associations spreading out straight from the core concept are the First Level of Association. Then we have a Second Level of Association emitting from the first level and the chronology continues. The thickest line is the First Level of Association and the lines keep getting thinner as we move to the subsequent levels of association. This is exactly how the brain functions, therefore, these Mind Maps. Associations are one powerful memory aid connecting seemingly unrelated concepts, hence strengthening memory.

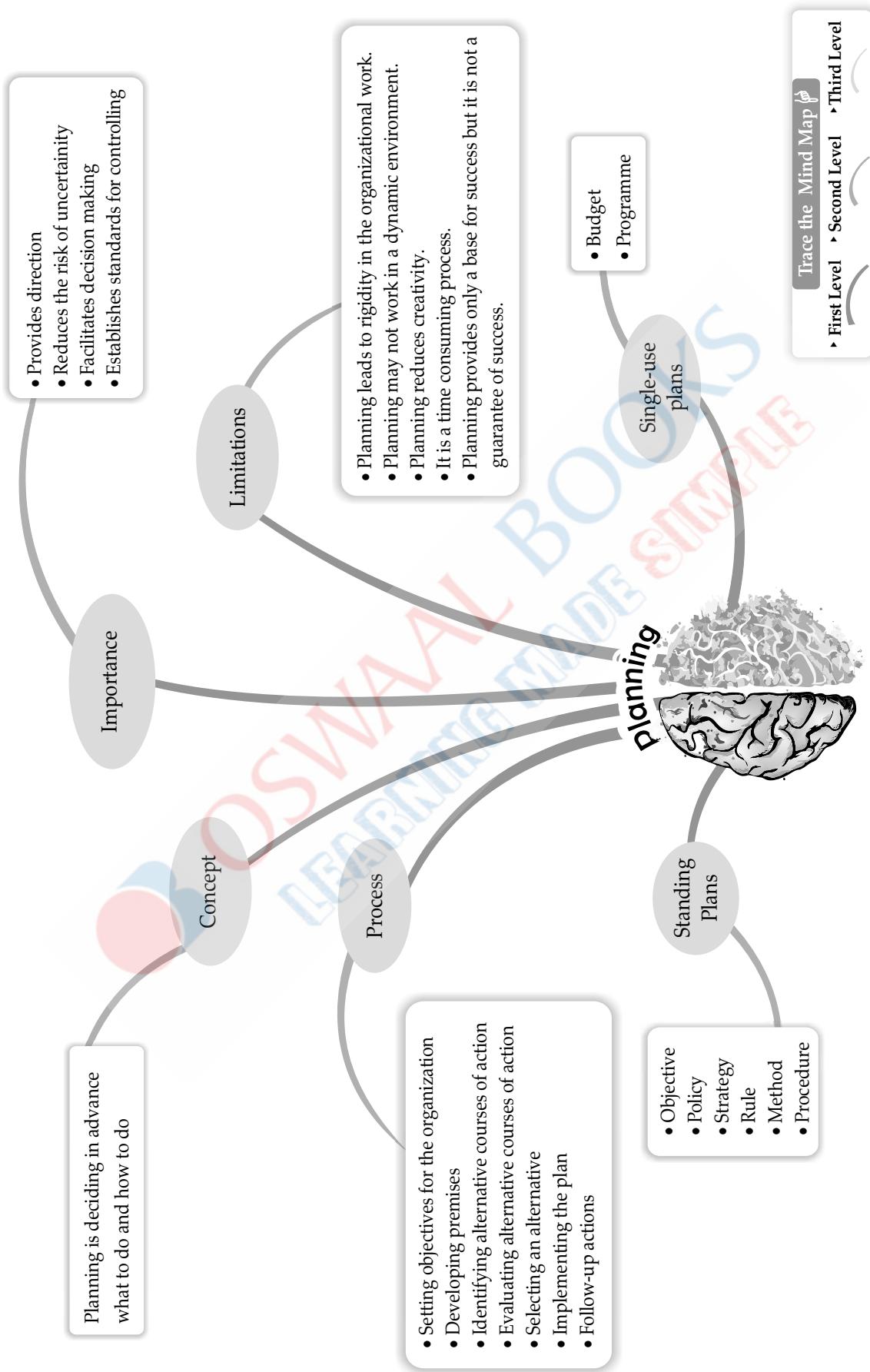


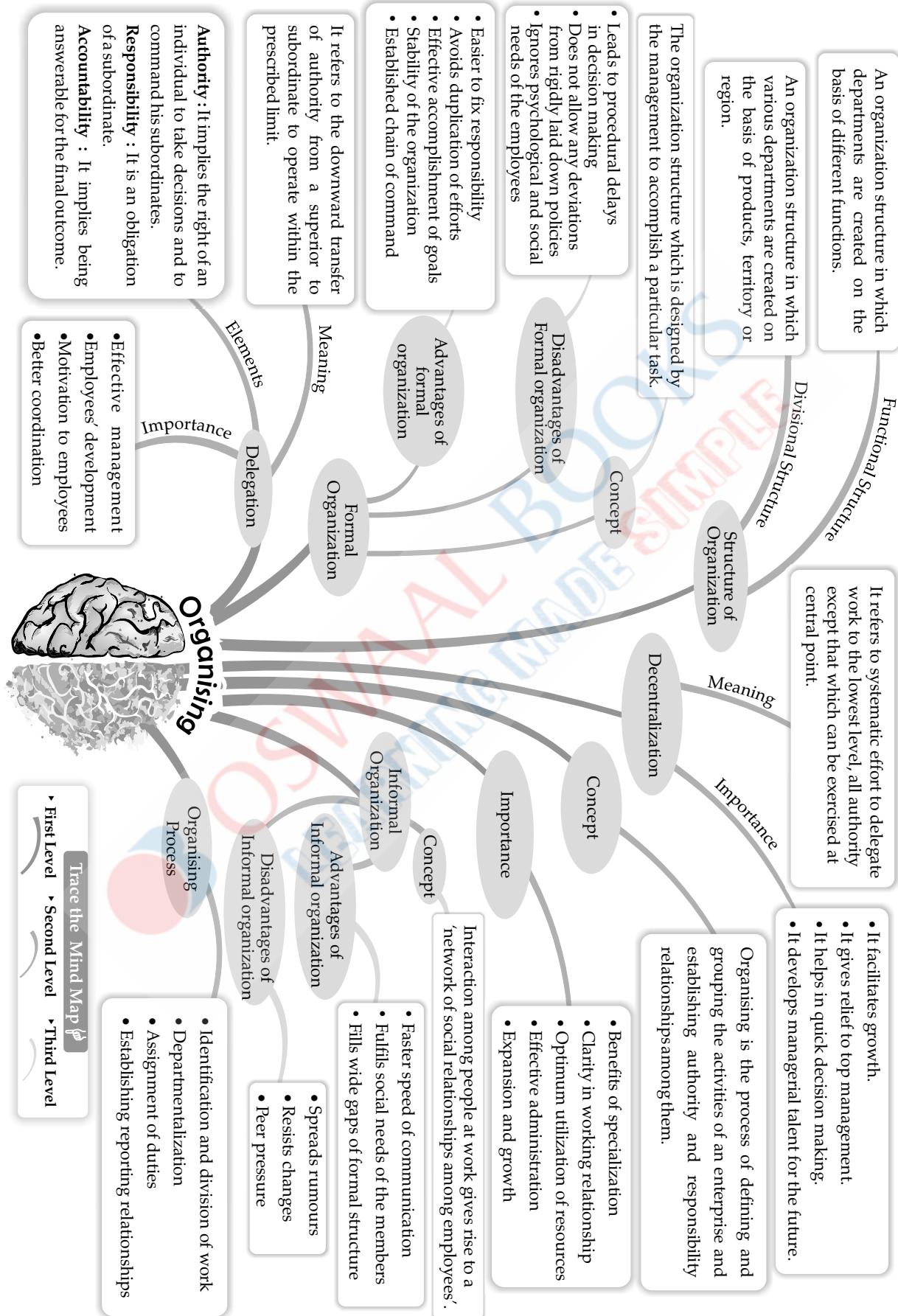
Trace the Mind Map

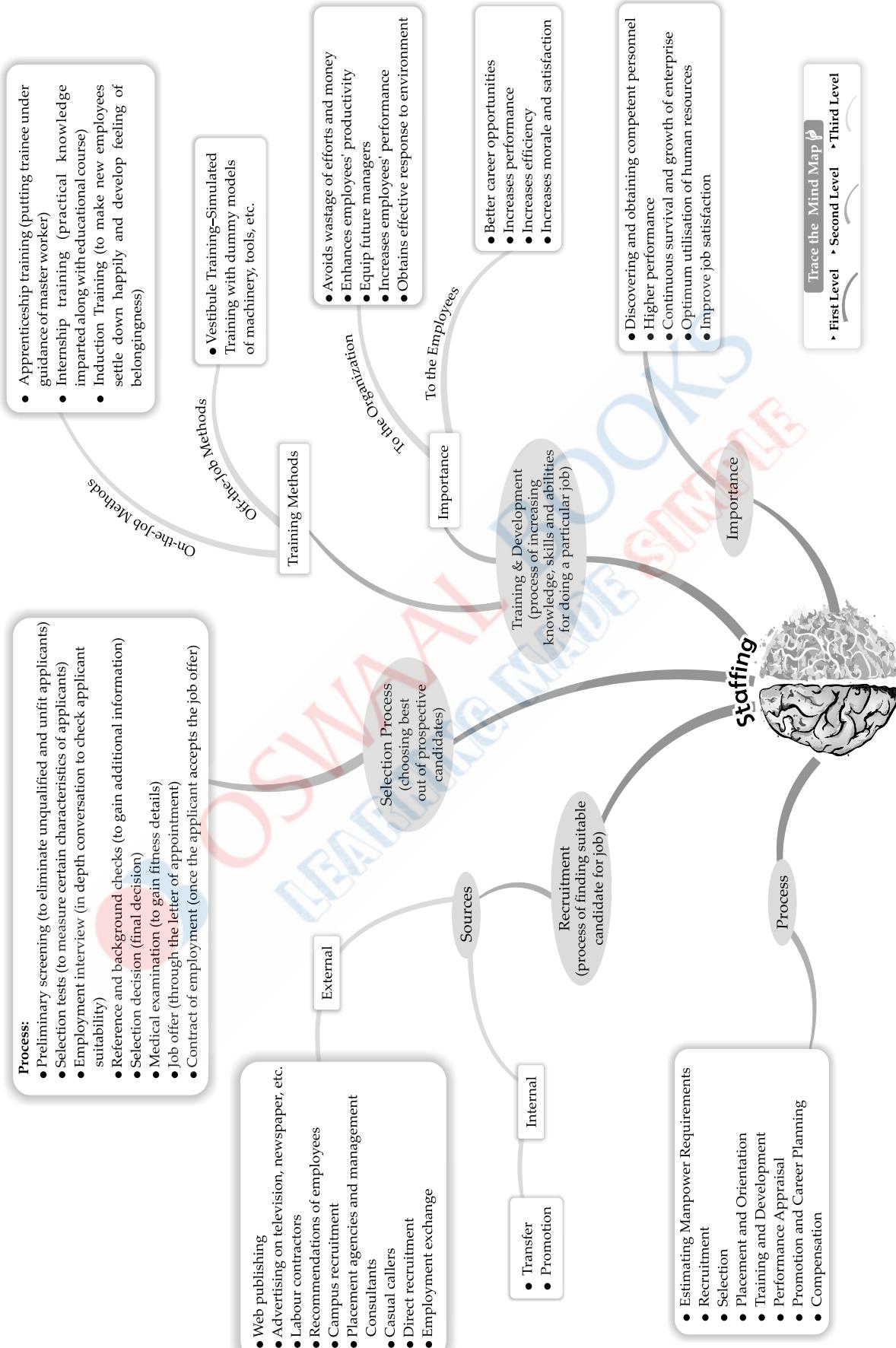
► First Level ► Second Level ► Third Level

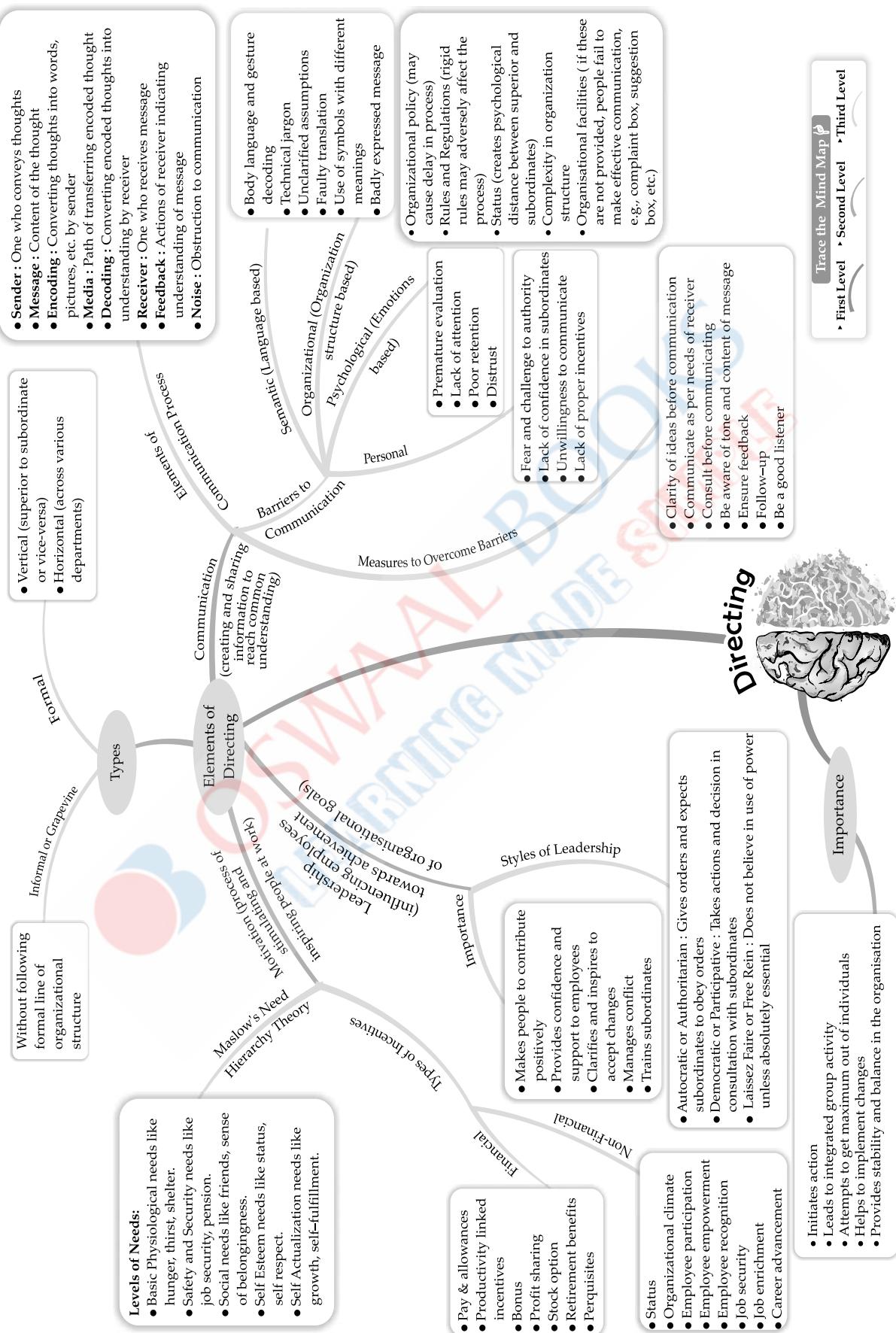


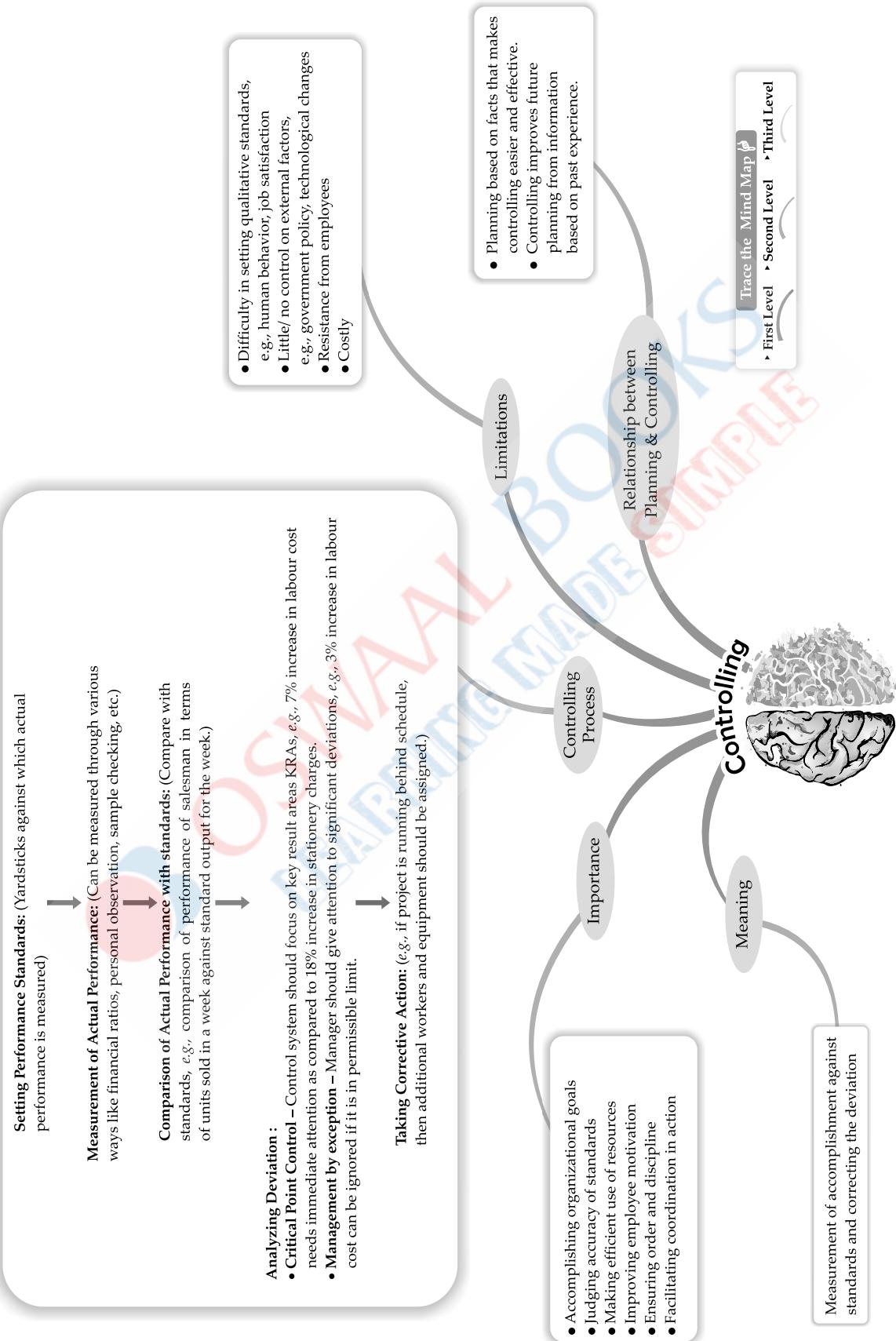


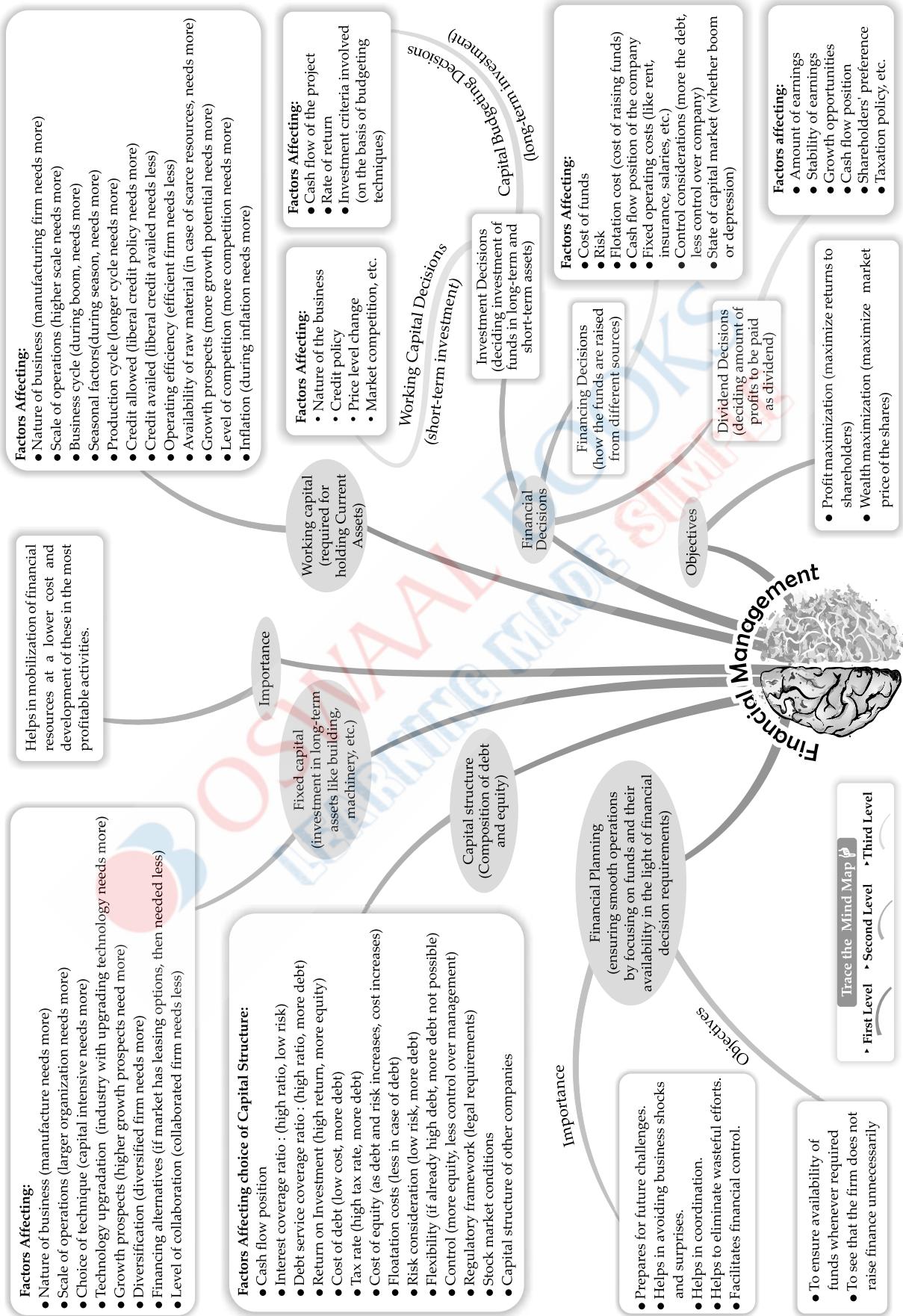


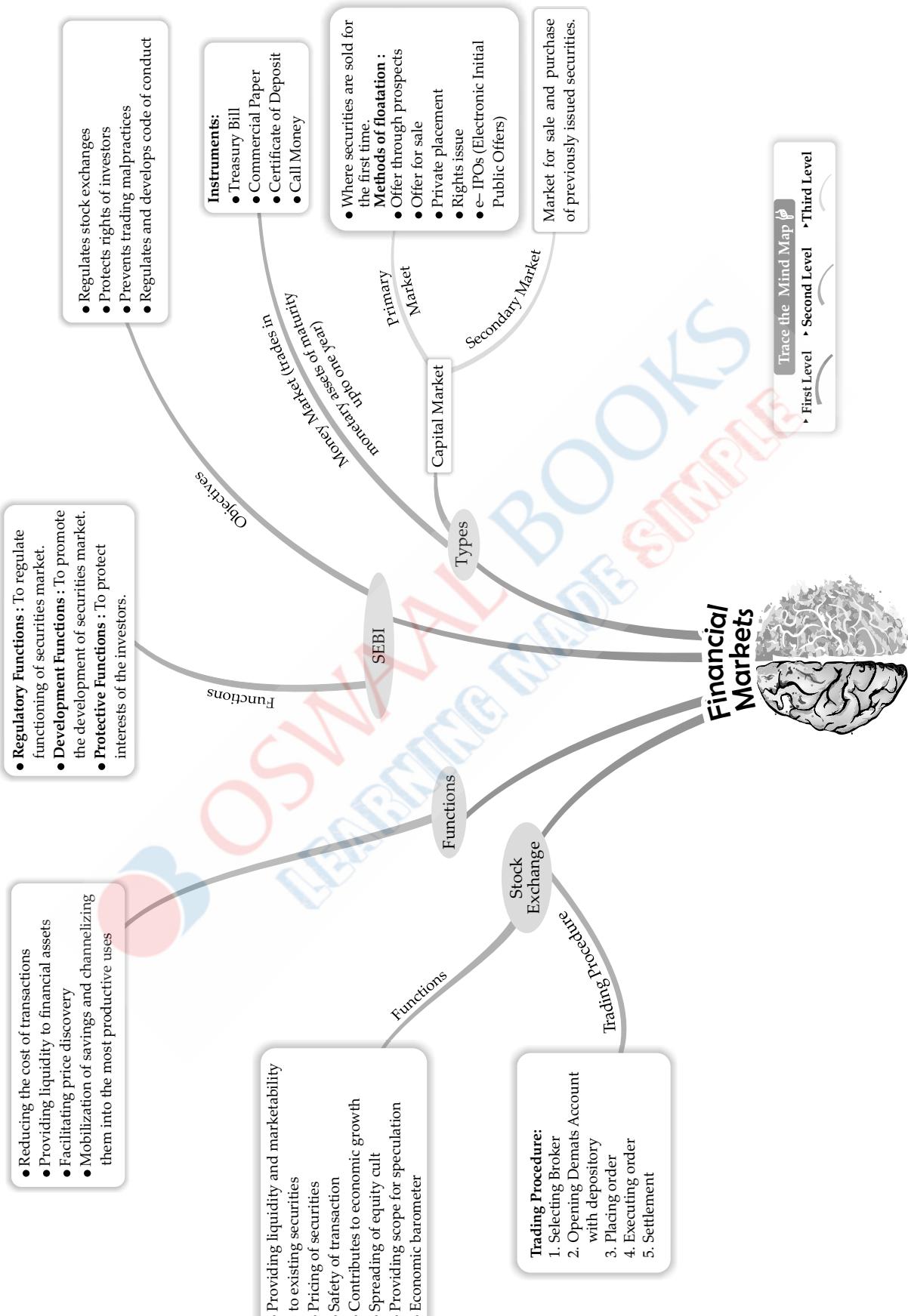


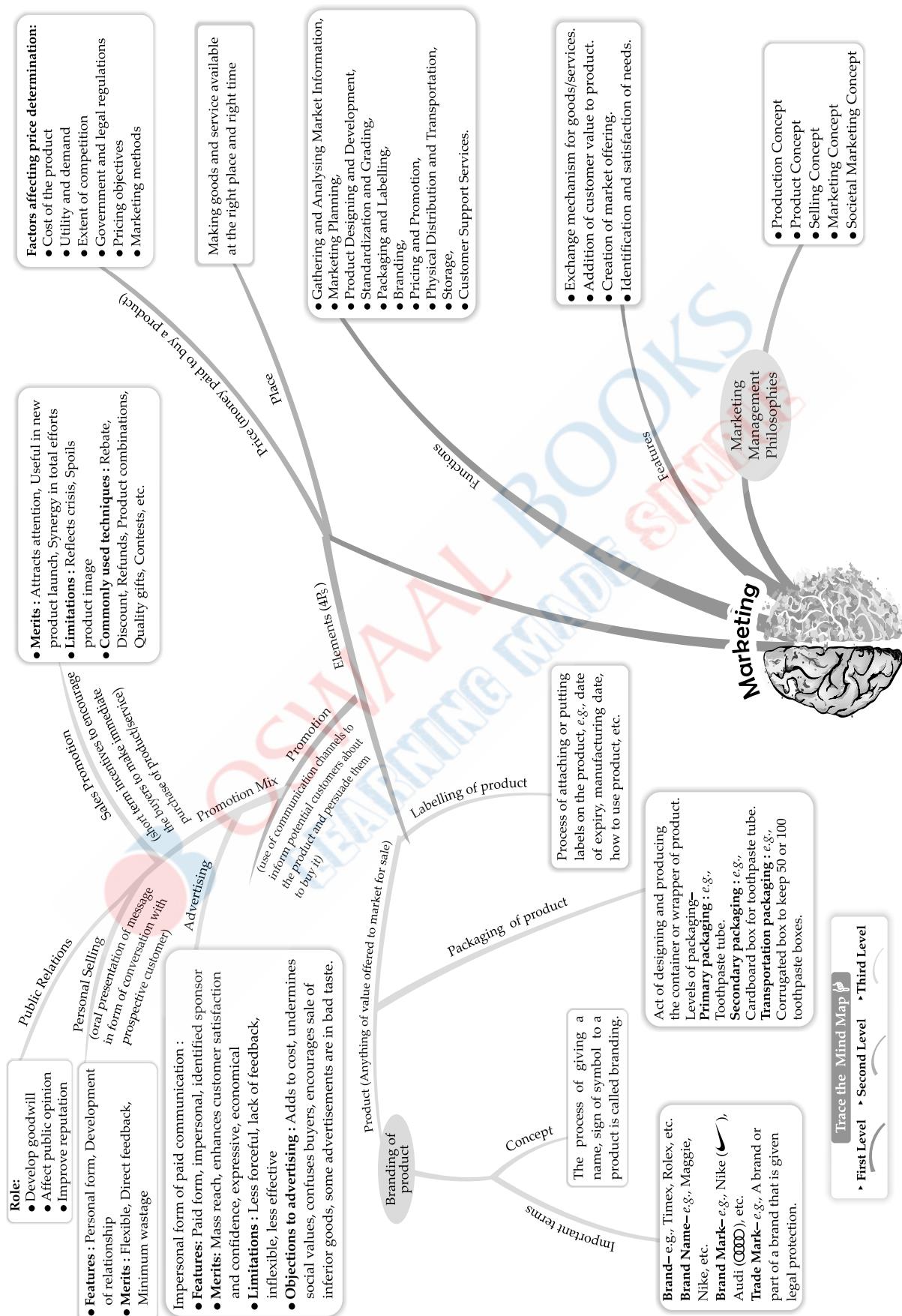












Trace the Mind Map
• First Level • Second Level • Third Level

Brand—e.g., Timex, Rolex, etc.
Brand Name—e.g., Maggie, Nike, etc.
Brand Mark—e.g., Nike (勾), Audi (audi), etc.
Trade Mark—e.g., A brand or part of a brand that is given legal protection.

Process of attaching or putting labels on the product, e.g., date of expiry, manufacturing date, how to use product, etc.

Factors affecting price determination:

- Cost of the product
- Utility and demand
- Extent of competition
- Government and legal regulations
- Pricing objectives
- Marketing methods

Making goods and service available at the right place and right time

Gathering and Analysing Market Information,

- Marketing Planning,
- Product Designing and Development,
- Standardization and Grading,
- Packaging and Labelling,
- Branding,
- Pricing and Promotion,
- Physical Distribution and Transportation,
- Storage,
- Customer Support Services.

Marketing Management Philosophies

- Production Concept
- Product Concept
- Selling Concept
- Marketing Concept
- Societal Marketing Concept

