Principles of Marketing

Learning Targets for Chapter 11:

# I can…

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| POMStandard | Description/Skills Set | Level of Knowledge1 – got it2 – getting it3 – no clue | Level of Knowledge1 – got it2 – getting it3 – no clue |
|  |  | **Beginning of Chapter**  | **End of Chapter** |
| 11.1-1  | Define product as one primary *P* of the marketing mix. |  |  |
| 11.1-2  | Discuss the difference between products for the B2C and B2B markets. |  |  |
| 11.1-3  | Describe product planning. |  |  |
| 11.1-4  | Define the goal of product/service management. |  |  |
| 11.2-1  | Explain new product. |  |  |
| 11.2-2  | Identify the steps in new-product development. |  |  |
| 11.2-3  | Describe the stages of the product life cycle. |  |  |

**Chapter 10 Key Vocabulary**

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| --- | --- |
| product planning |  |
| product mix |  |
| product line |  |
| product width  |  |
| product item |  |
| product depth  |  |
| product mix strategy  |  |
| warranty  |  |
| guarantee |  |
| packaging  |  |
| product manager |  |
| category manager  |  |
| new product |  |
| repackaging  |  |
| product obsolescence  |  |
| image |  |
| brand |  |
| prototype |  |
| trial run |  |
| test marketing |  |
| virtual test markets |  |
| reverse engineering |  |
| product life cycle  |  |
| introduction stage |  |
| growth stage |  |
| maturity stage  |  |
| saturated market |  |
| decline stage  |  |