Principles of Marketing

Learning Targets for Chapter 12:

# I can…

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| --- | --- | --- | --- |
| POM  Standard | Description/Skills Set | Level of Knowledge  1 – got it  2 – getting it  3 – no clue | Level of Knowledge  1 – got it  2 – getting it  3 – no clue |
|  |  | **Beginning of Chapter** | **End of Chapter** |
| 12.1-1 | Describe elements of a brand. |  |  |
| 12.1-2 | Define three types of product brands. |  |  |
| 12.2-1 | Explain brand identity. |  |  |
| 12.2-2 | Define branding strategies. |  |  |
| 12.2-3 | Identify ways in which a company can protect its brand. |  |  |

**Chapter 10 Key Vocabulary**

|  |  |
| --- | --- |
| brand name |  |
| logo |  |
| trade character |  |
| tagline |  |
| jingle |  |
| metaphor |  |
| brand promise |  |
| perception |  |
| national brand |  |
| private-label brand |  |
| generic brand |  |
| brand identity |  |
| brand equity |  |
| brand loyalty |  |
| branding strategy |  |
| brand extension |  |
| co-branding |  |
| brand licensing |  |
| intellectual property |  |
| trademark |  |
| service mark |  |