Principles of Marketing

Learning Targets for Chapter 12:

# 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** |
| 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**

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| --- | --- |
| 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 |  |