Principles of Marketing

Learning Targets for Chapter 1:

# I can…

|  |  |  |  |
| --- | --- | --- | --- |
| 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** |
| 1.1-1  | **Discuss marketing.** |  |  |
| 1.1-2 | **Identify why a student might study marketing.** |  |  |
| 1.2-1  | **Discuss the marketing concept.** |  |  |
| 1.2-2 | **Explain the marketing mix.** |  |  |
| 1.2-3 | **Identify the seven functions of marketing.** |  |  |
| 1.2-4 | **Define economic utility.** |  |  |
| 1.2-5 | **Describe benefits of marketing.** |  |  |

**Chapter 1 Key Vocabulary**

|  |  |
| --- | --- |
| * **consumer**
 |  |
| * **need**
 |  |
| * **want**
 |  |
| * **product**
 |  |
| * **good**
 |  |
| * **service**
 |  |
| * **idea**
 |  |
| * **marketing**
 |  |
| * **professional**
 |  |
| * **marketing concept**
 |  |
| * **customer satisfaction**
 |  |
| * **business to consumer (B2C) market**
 |  |
| * **market**
 |  |
| * **business to business (B2B) market**
 |  |
| * **market identification**
 |  |
| * **target marketing**
 |  |
| * **profit**
 |  |
| * **marketing mix**
 |  |
| * **price**
 |  |
| * **place**
 |  |
| * **promotion**
 |  |
| * **promotional mix**
 |  |
| * **channel**
 |  |
| * **channel management**
 |  |
| * **marketing-information management (MIM)**
 |  |
| * **market planning**
 |  |
| * **product/service**
 |  |
| * **management**
 |  |
| * **selling**
 |  |
| * **utility**
 |  |