Principles of Marketing

Learning Targets for Chapter 1:

# 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** |
| 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** |  |