Principles of Marketing

Learning Targets for Chapter 2:

# I can…

|  |  |  |  |
| --- | --- | --- | --- |
| 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** |
| 2.1-1 | State the purpose of a marketing plan. |  |  |
| 2.1-2 | Define *situation analysis* and identify its components. |  |  |
| 2.1-3 | Explain a target market. |  |  |
| 2.1-4 | Describe a competitive analysis |  |  |
| 2.2-1 | **Identify components of the opening section of a marketing plan** |  |  |
| 2.2-2 | **Describe the analysis section of a marketing plan.** |  |  |
| 2.2-3 | **Discuss marketing strategy.** |  |  |
| 2.2-4 | **State the purpose of the action plan for a marketing plan** |  |  |

**Chapter 1 Key Vocabulary**

|  |  |
| --- | --- |
|  |  |
| **marketing plan** |  |
| **situation analysis** |  |
| **SWOT analysis** |  |
| **environmental scan** |  |
| **PEST analysis** |  |
| **market segmentation** |  |
| **competition** |  |
| **competitive analysis** |  |
| **market size** |  |
| **market share** |  |
| **market potential** |  |
| **business plan** |  |
| **vision statement** |  |
| **mission statement** |  |
| **SMART goal** |  |
| **marketing strategies** |  |
| **product positioning** |  |
| **action plan** |  |
| **marketing tactics** |  |
| **budget** |  |
| **metrics** |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |
|  |  |