Principles of Marketing

Learning Targets for Chapter 2:

# 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** |
| 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**

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| **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** |  |
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