Principles of Marketing

Learning Targets for Chapter 3:

# 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 |
| 3.1-1  | **Discuss the term *business*.** | **Beginning of Chapter**  | **End of Chapter** |
| 3.1-2  | **Explain the functions of money in society.** |  |  |
| 3.1-3  | **Define the functions of business.** |  |  |
| 3.1-4  | **Identify forms of business ownership.** |  |  |
| 3.2-1  | **Describe the role the FTC plays in advertising and marketing law.** |  |  |
| 3.2-2  | **Identify protections provided by employment and labor law.** |  |  |
| 3.2-3 | **Define the purpose of finance law.** |  |  |
| 3.2-4  | **Explain consumer protection laws.** |  |  |

**Chapter 1 Key Vocabulary**

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| * business
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| * Federal Trade Commission (FTC)
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| * bankruptcy
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| * monopoly
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| * antitrust laws
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| * telemarketing
 |  |
| * endorsement
 |  |
| * false advertising
 |  |
| * nonprofit organization
 |  |
| * partnership
 |  |
| * corporation
 |  |
| * sole proprietorship
 |  |
| * manager
 |  |
| * management
 |  |
| * manufacturer
 |  |
| * production
 |  |
| * time value of money
 |  |
| * store of value
 |  |
| * unit of value
 |  |
| * medium of exchange
 |  |
| * money
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