Principles of Marketing

Learning Targets for Chapter 4:

# 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** |
| 4.1-1  | **Summarize the concept of business ethics.** |  |  |
| 4.1-2  | **State examples of ethical marketing practices.** |  |  |
| 4.2-1  | **Explain the importance of corporate social responsibility.** |  |  |
| 4.2-2  | **Identify socially responsible marketing activities.** |  |  |

**Chapter 1 Key Vocabulary**

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| * ethics
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| * morals
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| * business ethics
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| * code of conduct
 |  |
| * code of ethics
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| * customer relationship management (CRM)
 |  |
| * spam
 |  |
| * social responsibility
 |  |
| * cause marketing
 |  |
| * green marketing
 |  |
| * socially responsible marketing
 |  |
| * recycling
 |  |
| * sustainability
 |  |
| * philanthropy
 |  |
| * goodwill
 |  |
| * corporate social responsibility (CSR)
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