Principles of Marketing

Learning Targets for Chapter 4:

# 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** |
| 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 |  |
| * morals |  |
| * business ethics |  |
| * code of conduct |  |
| * code of ethics |  |
| * 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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