Principles of Marketing

Learning Targets for Chapter 9:

# 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** |
| 9.1-1 | Differentiate between mass marketing and target marketing.  |  |  |
| 9.1-2 | Define variables used for market segmentation.  |  |  |
| 9.1-3 | Explain the importance of a customer profile.  |  |  |
| 9.2-1 | Identify types of competition that a business encounters.  |  |  |
| 9.2-2 | Identify components of a market analysis.  |  |  |
| 9.2-3 | Define *product positioning*. |  |  |
| 9.2-4 | Discuss steps taken to create a sales analysis.  |  |  |

**Chapter 1 Key Vocabulary**

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| --- | --- |
| mass market  |  |
| niche market |  |
| geographic segmentation  |  |
| demographic segmentation |  |
| generation |  |
| disposable income |  |
| discretionary income |  |
| psychographics  |  |
| psychographic segmentation  |  |
| values |  |
| attitude  |  |
| Likert scale  |  |
| behavioral segmentation  |  |
| usage rate |  |
| buying status |  |
| customer profile |  |
| direct competitor  |  |
| indirect competitor  |  |
| features |  |
| benefits |  |
| unique selling proposition (USP) |  |
| trade show |  |
| competitive advantage |  |
| repositioning  |  |
| market-share leader |  |