Principles of Marketing

Learning Targets for Chapter 9:

# I can…

|  |  |  |  |
| --- | --- | --- | --- |
| 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** |
| 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**

|  |  |
| --- | --- |
| 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 |  |