



Chapter 3 – Making It Happen With Marketing

Learning Target 1: I can explain what marketing is



Key Words:

Marketing

Pricing Strategy

Risk Management

Selling

Distribution

Product Service Planning

Marketing Information Management



Preopening Checklist:

What influences you to buy one product over another product when you shop?



Open for Business:

Explain how marketing influences your life.



Closing Time:

Explain why businesses need to first determine a customer's wants and needs before deciding on a marketing plan?



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Learning Target 2: I can describe how to define a target market



Key Words:

Market Segment

Mass Marketing

Target Market

Geographic Segmentation

Psychographics

Demographics

Behavioral Segmentation

Niche



Preopening Checklist:

Why do different people buy different brands of the same product?



Open for Business:

Explain why some retailers segment their target customers and others just mass market.



Closing Time:

List at least 4 characteristics businesses use to define their target market.



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Learning Target 3: I can explain what marketing information management is



Key Words:

Dissemination

Primary Data

Secondary Data

Sample

Competitive Position

Internal Data

Synthesizing



Preopening Checklist:

Why do you think marketers need to look at what others are doing before making decisions for their business



Open for Business:

List the four types of research described in the reading



Closing Time:

Explain why businesses need to do marketing research.



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Learning Target 4: I can explain what the marketing mix is



Key Words:

Marketing Mix

Interrelated

Intensive Distribution

Selective Distribution



Preopening Checklist:

How do you find out about new products?



Open for Business:

Why is the marketing mix important to companies?

Which model (4p's or 4c's) seems to better define what you need to do in order to market a product.



Closing Time:

The word interrelated is often times used to describe the elements of the marketing mix. Give an example of where changing the price would change the other P's in the marketing mix.



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Learning Target 5: I can explain what merchandising is.



Key Words:

Merchandising

Point of Sale Display

Mobil (Alerts)

Omni Channel Experience

Digital Associate



Preopening Checklist:

What store or restaurant have you been into and thought it was really unique? Why was it unique?



Open for Business:

Why is merchandising important to stores?



Closing Time:

How and why are stores changing? What trends do you look forward to?



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