

PA Achievement Standard(s):

15.4.12.A: Apply the creative and productive use of emerging technologies for educational and personal success.

15.9.12.F: Evaluate processes needed to obtain, develop, maintain, and improve products or services; including product development, packaging, branding, product mix, product life cycle, and product positioning.

15.9.12.M: Evaluate laws and regulations impacting marketing.

Link for the achievement standard: <http://www.pdesas.org/Standard/Views#114,115,116,117|14121|0|0>

Big Idea/Essential Questions: What is product planning? What are the key elements of branding, packaging, and labeling?

Competencies: The student will be able to:

- Describe the steps in product planning
- Explain how to develop, maintain, and improve a product mix
- Identify the four stages of the product life cycle
- Describe product positioning techniques
- Discuss the nature, scope, and importance of branding in product planning
- Identify the various branding elements
- List three different types of brands
- Explain how branding strategies are used to meet sales and company goals
- Explain the functions of product packaging
- Identify the functions of labels

Unit 4: Product and Service Management
Chapters 30 and 31
Level: Elective

Subject/Course: Marketing
Estimated Time: 2 weeks

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Learning Plan	
Suggested Activities/Strategies	Assessment Evidence:
Classroom PowerPoint presentations Marketing Essentials textbook reading Verbal discussions of content and real-world examples Forum discussions Critical thinking Cooperative Learning Product creation project	Teacher observation of student work Lesson review questions Objective and subjective worksheets pages 261-262, 269-271 Chapter reviews Chapter tests Product creation project rubric