# Unit 9 - Product Plan/Brand/Package/Label

Content Area: **Business Education**
Course(s): **Marketing**
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## Enduring Understandings

Samples

Product planning allows a business to design marketing programs that increase sales by making products that customers want.

After products are introduced in the marketplace, they go through different stages of growth and decline. It is important to understand the different marketing strategies used to sustain product sales over time.

While branding gives a specific company or product brand personality, packaging and labels put a “face” on a product.

Effective packaging and labels create a good impression, help sell the product, and communicate benefits to customers.

## Essential Questions

Samples

Why is product planning important to a business?

What is the focus and goal of product positioning

Why is it important for a company to understand all of the elements and strategies related to branding?

Why is packaging important to product planning

## Content

Vocabulary:

Product planning Mixed bundling

Product mix Price bundling

Product line Blisterpacks

Product item Aseptic packaging

Product width Cause packaging

Product depth Label

Product modification Brand label

Product life cycle Package

Product positioning

Category management

Planograms

Brand

Brand name

Trade name

Brand mark

Trade character

Trademark

National

brands

Private distributor brands

Generic brands

Brand extension

Brand licensing

Mixed brand

Co-branding

## Skills

Bloom's Taxonomy

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

## Resources

## Standards

| | |
|---|---|
| CRP.K-12.CRP1.1 | Career-ready individuals understand the obligations and responsibilities of being a member of a community, and they demonstrate this understanding every day through their interactions with others. They are conscientious of the impacts of their decisions on others and the environment around them. They think about the near-term and long-term consequences of their actions and seek to act in ways that contribute to the betterment of their teams, families, community and workplace. They are reliable and consistent in going beyond the minimum expectation and in participating in activities that serve the greater good. |
| CRP.K-12.CRP2.1 | Career-ready individuals readily access and use the knowledge and skills acquired through experience and education to be more productive. They make connections between abstract concepts with real-world applications, and they make correct insights about when it is appropriate to apply the use of an academic skill in a workplace situation. |
| CRP.K-12.CRP3.1 | Career-ready individuals understand the relationship between personal health, workplace performance and personal well-being; they act on that understanding to regularly practice healthy diet, exercise and mental health activities. Career-ready individuals also take regular action to contribute to their personal financial well-being, understanding that personal financial security provides the peace of mind required to contribute more fully to their own career success. |
| PFL.9.1.12.B.2 | Compare strategies for saving and investing and the factors that influence how much should be saved or invested to meet financial goals. |
| PFL.9.1.12.B.3 | Construct a plan to accumulate emergency “rainy day” funds. |
| PFL.9.1.12.B.5 | Analyze how changes in taxes, inflation, and personal circumstances can affect a personal budget. |