Unit 07 Products, Services, and Brands Building Customer Value

Content Area: **Business**
Course(s): **Generic Course**
Time Period: **Semester 1**
Length: **2 Weeks**
Status: **Published**

Standards

CAEP.9.2.12.C.1	Review career goals and determine steps necessary for attainment.
CAEP.9.2.12.C.3	Identify transferable career skills and design alternate career plans.
CAEP.9.2.12.C.4	Analyze how economic conditions and societal changes influence employment trends and future education.
CAEP.9.2.12.C.9	Analyze the correlation between personal and financial behavior and employability.

Enduring Understandings

The product and brand are usually the first and most basic marketing consideration.

The simple question: what is a product? is not very simple to answer.

The product goes beyone the physical attributes of the product.

Essential Questions

What is a product?

How does the brand help marketers differentiate?

In what ways can a company use brand equity?

Knowledge and Skills

1. Define product and describe the major classifications of products and services

2. Describe the decisions companies make regarding their individual products and services, product lines, and product mixes

3. Identify the four characteristics that affect the marketing of services and the additional marketing considerations that services require

4. Discuss branding strategy-the decisions companies make in building and managing their brands

Transfer Goals

Determine what a product is and classify products in consumer and business markets.

It takes time and effort inorder to gain a customer.

Resources

Marketing, An Introduction by Armstrong and Kotler

Google Doc

Sway