

# Unit 3: Product/Service Management

Content Area: **Business**  
Course(s): **Marketing II**  
Time Period: **8 weeks**  
Length: **8 weeks**  
Status: **Published**

## Unit Overview

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This unit is designed to have the students understand and apply concepts related to branding, packaging, labeling, and product planning

## Transfer

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Students will be able to independently apply packaging and labeling techniques in the development of a product package.

## Meaning

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## Understandings

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Students will understand...

- the nature and scope of the product/service management function
- the impact of the product life cycle on marketing decisions
- the use of technology in the product/service management function
- business ethics in product/service management
- the concept of product mix
- factors used by marketers to position products/businesses
- strategies to position product/business
- the nature of branding
- uses of grades and standards in marketing

-the use of brand names in selling

## **Essential Questions**

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Students will keep considering...

- What is the difference between a product item and a product line?
- What is the difference between product depth and product width?
- What types of criteria are used to screen new product ideas?
- How do marketers evaluate customer acceptance of a new product?
- What are the four reasons for expanding a product line?
- What strategies might a business use during a product's growth stage? maturity stage? decline stage?
- What is the difference between brand extension and brand licensing?
- Why is a mixed-brand strategy used in product planning?

## **Application of Knowledge and Skill**

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### **Students will know...**

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Students will know...

- the nature and scope of the product/service management function
- the impact of the product life cycle on marketing decisions
- the use of technology in the product/service management function
- business ethics in product/service management

- the concept of product mix
- factors used by marketers to position products/businesses
- strategies to position product/business
- the nature of branding
- uses of grades and standards in marketing
- the use of brand names in selling

### **Students will be skilled at...**

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Students will be able to...

- Explain the nature and scope of product planning, product mix, and product development
- Identify and apply strategies to position a product at various stages of the product life cycle
- Classify the differences between branding, packaging, and labeling in product planning and apply those concepts in the package design of a product
- Explain the nature and scope of the product/service management function
- Explain the concept of the product mix in relation to product planning
- Develop a strategy for a product mix
- Identify the impact of a product life cycle on marketing decisions
- Describe factors used by marketers to position products/businesses
- Describe the nature of branding and branding strategies
- Identify the functions of packaging
- Create branding elements for a package

### **Academic Vocabulary**

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product planning

product mix

product line

product item

product width

product depth

product modification

product life cycle

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

package

mixed bundling

price bundling

blisterpack

aseptic packaging

cause packaging

label

brand label

descriptive label

grade label

## **Learning Goal 1**

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Students will be able to explain the nature and scope of product planning, product mix, and product development

- Students will be able to explain the nature and scope of product planning, product mix, and product development

12.9.3.MK-MGT.6	Obtain, develop, maintain and improve a product or service mix in response to market opportunities.
12.9.3.MK-MGT.7	Communicate information about products, services, images and/or ideas.
CRP.K-12.CRP1	Act as a responsible and contributing citizen and employee.
CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.
CRP.K-12.CRP5	Consider the environmental, social and economic impacts of decisions.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP7	Employ valid and reliable research strategies.
CRP.K-12.CRP8	Utilize critical thinking to make sense of problems and persevere in solving them.
CRP.K-12.CRP9	Model integrity, ethical leadership and effective management.
CRP.K-12.CRP11	Use technology to enhance productivity.
CRP.K-12.CRP12	Work productively in teams while using cultural global competence.
TECH.8.1.12.A.CS1	Understand and use technology systems.
TECH.8.1.12.A.CS2	Select and use applications effectively and productively.
TECH.8.1.12.B.CS1	Apply existing knowledge to generate new ideas, products, or processes.
TECH.8.1.12.C.CS4	Contribute to project teams to produce original works or solve problems.
TECH.8.1.12.F	Critical thinking, problem solving, and decision making: Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources.
TECH.8.1.12.F.CS2	Plan and manage activities to develop a solution or complete a project.

## **Target 1**

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Students will be able to explain the nature and scope of the product/service management function.

- Students will be able to explain the nature and scope of the product/service management function.

## Target 2

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Student will be able to identify the impact of product life cycles on marketing decisions

- Student will be able to identify the impact of product life cycles on marketing decisions

## Learning Goal 2

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Students will be able to classify the differences between branding, packaging, and labeling in product planning.

- Students will be able to classify the differences between branding, packaging, and labeling in product planning.

12.9.3.MK-COM.1	Apply techniques and strategies to convey ideas and information through marketing communications.
12.9.3.MK-COM.5	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
12.9.3.MK-MER.7	Communicate information about retail products, services, images and/or ideas.
12.9.3.MK-MGT.7	Communicate information about products, services, images and/or ideas.
CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP7	Employ valid and reliable research strategies.
CRP.K-12.CRP8	Utilize critical thinking to make sense of problems and persevere in solving them.
CRP.K-12.CRP9	Model integrity, ethical leadership and effective management.
CRP.K-12.CRP11	Use technology to enhance productivity.
TECH.8.1.12	Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.
TECH.8.1.12.A	Technology Operations and Concepts: Students demonstrate a sound understanding of technology concepts, systems and operations.
TECH.8.1.12.D	Digital Citizenship: Students understand human, cultural, and societal issues related to technology and practice legal and ethical behavior.
TECH.8.1.12.F	Critical thinking, problem solving, and decision making: Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources.
TECH.8.2.12.D.2	Write a feasibility study of a product to include: economic, market, technical, financial, and management factors, and provide recommendations for implementation.

## Target 1

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Students will be able to identify various branding and labeling elements

- Students will be able to identify various branding and labeling elements

## **Target 2**

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Student will be able to explain how branding strategies are used to meet sales and company goals

- Student will be able to explain how branding strategies are used to meet sales and company goals

## **Target 3**

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Student will be able to explain the functions of product packaging and labeling

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## **Learning Goal 3**

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Students will design and construct a product package for an assigned item.

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12.9.3.MK-COM.1	Apply techniques and strategies to convey ideas and information through marketing communications.
12.9.3.MK-COM.4	Obtain, develop, maintain and improve a marketing communications product or service mix to respond to market opportunities.
12.9.3.MK-COM.5	Communicate information about products, services, images and/or ideas to achieve a desired outcome.
12.9.3.MK-MER.4	Access, evaluate and disseminate marketing information to facilitate merchandising decisions and activities.
12.9.3.MK-MER.7	Communicate information about retail products, services, images and/or ideas.
12.9.3.MK-MGT.7	Communicate information about products, services, images and/or ideas.
CRP.K-12.CRP1	Act as a responsible and contributing citizen and employee.
CRP.K-12.CRP2	Apply appropriate academic and technical skills.
CRP.K-12.CRP4	Communicate clearly and effectively and with reason.
CRP.K-12.CRP5	Consider the environmental, social and economic impacts of decisions.
CRP.K-12.CRP6	Demonstrate creativity and innovation.
CRP.K-12.CRP8	Utilize critical thinking to make sense of problems and persevere in solving them.
CRP.K-12.CRP9	Model integrity, ethical leadership and effective management.
CRP.K-12.CRP11	Use technology to enhance productivity.
TECH.8.1.12	Educational Technology: All students will use digital tools to access, manage, evaluate, and synthesize information in order to solve problems individually and collaborate and to create and communicate knowledge.

TECH.8.1.12.B	Creativity and Innovation: Students demonstrate creative thinking, construct knowledge and develop innovative products and process using technology.
TECH.8.1.12.E	Research and Information Fluency: Students apply digital tools to gather, evaluate, and use information.
TECH.8.1.12.F	Critical thinking, problem solving, and decision making: Students use critical thinking skills to plan and conduct research, manage projects, solve problems, and make informed decisions using appropriate digital tools and resources.
TECH.8.2.12	Technology Education, Engineering, Design, and Computational Thinking - Programming: All students will develop an understanding of the nature and impact of technology, engineering, technological design, computational thinking and the designed world as they relate to the individual, global society, and the environment.
TECH.8.2.12.B	Technology and Society: Knowledge and understanding of human, cultural and society values are fundamental when designing technology systems and products in the global society.
TECH.8.2.12.C	Design: The design process is a systematic approach to solving problems.
TECH.8.2.12.D	Abilities for a Technological World: The designed world is the product of a design process that provides the means to convert resources into products and systems.

## **Target 1**

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Create branding elements for a package

- Create branding elements for a package

## **Target 2**

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Create package design for a product

- Create package design for a product

## **Summative Assessment**

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Unit Assessment will be a cumulative written assessment as a Test/Quiz grade. Additionally, each student's package design will be used towards the Unit Assessment.

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## **Formative Assessment and Performance Opportunities**

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Worksheets

PowerPoint Discussions

Homework and Classwork Activities



Group Activities

In Class Discussions

Do Nows and Closures

Class Polling

Observation

Peer Observation and Critique

Educational Games

Test/Quizzes

## **Accommodations/Modifications**

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Differentiation:

Additional resources:

Branding [Video](#)

Packaging [Video](#)

All instruction, labs, activities, and assessments will be modified and enhanced to individual students IEPs and 504s. Additionally, differentiated classroom management strategies will be utilized as to adhere to these student's individual plans.

Enrichment:

DECA product/service management enrichment activities are available. Role plays and tests are available in class and online at [www.deca.org](http://www.deca.org)

## **Unit Resources**

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Teacher generated PowerPoints, notes, projects, and worksheets

Textbooks

Internet resources

Computer based activities

Document projector

Overhead projector

Vocabulary workbooks

## **Interdisciplinary Connections**

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MA.K-12.5

Use appropriate tools strategically.

LA.RST.11-12.4

Determine the meaning of symbols, key terms, and other domain-specific words and phrases as they are used in a specific scientific or technical context relevant to grades 11-12 texts and topics.

LA.WHST.11-12.6

Use technology, including the Internet, to produce, share, and update writing products in response to ongoing feedback, including new arguments or information.