



Name _____
 Period _____
 Date Started _____
 Date Completed _____

Marketing LAP 10B: Product Planning Chapters 35 and 36

DoDEA Benchmarks	3.10	3.11	
Business/Computer Standard(s)			
◆ Identify and apply successful techniques for product services planning			
Unit Objectives			
◆ explain value and scope of branding			
◆ list the principal functions of product planning			
◆ identify types of warranties and extended product features			
◆ summarize the major processes of product safety legislation and consumer rights			
Text	Marketing Essentials		
Resources	Unit 10: Chapter 35 & 36 Student Activity Workbook Student Templates		
Time Frame	5 hours (suggested)		

CHAPTER 35: BRANDING, PACKAGING, AND LABELING

_____	READ	TEXT	pp. 462-466
_____	DO	FACT and IDEA--questions 1-2-3-4	p. 472
_____	READ	TEXT	pp. 467-471
_____	DO	FACT and IDEA--question 5	p. 444
_____	DO	WORKBOOK	P. 219-221
_____	DO	WORKBOOK	P. 222
_____	DO	WORKBOOK (Computer Activity)	p. 223

Turn in work as instructed

CHAPTER 36: EXTENDED PRODUCT FEATURES

_____	READ	TEXT	pp. 474-478
_____	DO	FACT and IDEA--questions 1-12	p. 484
_____	DO	WORKBOOK	p. 226-227
_____	READ	TEXT	pp. 479-483
_____	DO	FACT and IDEA--questions 13, 14, 15, 16 & 17	p. 484
_____	DO	CRITICAL THINKING--question 3	p. 484
_____	DO	WORKBOOK	p. 225-228
_____	DO	APPLICATION PROJECT--App # 1	p. 485

QUESTIONS and PROJECTS

CHAPTER 35

All questions are to be answered in complete sentences

Fact and Idea Review

- 1) What is the difference between a brand name and a brand mark?
- 2) What is a trade character? Name at least three trade characters with which you are familiar.
- 3) What is a trademark?
- 4) What are generic products?
- 5) What are two contemporary packaging issues?

CHAPTER 36

Fact and Idea Review

- 1) What is a warranty?
- 2) How does an express warranty differ from a limited warranty?
- 3) List two advantages and two disadvantages for consumers regarding extended warranties or service contracts.

ADVANTAGES

DISADVANTAGES

- 4) Explain the difference between credit and credit limits.

Critical Thinking

- 5) List at least three criteria that, in your opinion, should be part of a good guarantee.

APPLICATION PROJECT (1)

This should be in the form of a short report in the correct format. Please document your report with quotes from the warranty.

Self Assessment – “I can...”	LAP 10
<ul style="list-style-type: none"><input type="checkbox"/> explain nature and scope of product planning<input type="checkbox"/> explain the steps involved in product planning<input type="checkbox"/> define product mix and describe strategies<input type="checkbox"/> define product life cycle and develop appropriate management techniques<input type="checkbox"/> explain value and scope of branding<input type="checkbox"/> list the principal functions of product planning<input type="checkbox"/> identify types of warranties and extended product features<input type="checkbox"/> explain importance of credit<input type="checkbox"/> summarize the major processes of product safety legislation and consumer rights	

ASK YOUR INSTRUCTOR FOR EVALUATION MATERIALS