



Name _____
 Period _____
 Date Started _____
 Date Completed _____

Marketing LAP 10A: Product Planning

DoDEA Benchmarks	3.10	3.11	
Business/Computer Standard(s)			
◆ Identify and apply successful techniques for product services planning			
Unit Objectives			
◆ explain nature and scope of product planning			
◆ explain the steps involved in product planning			
◆ define product mix and describe strategies			
◆ define product life cycle and develop appropriate management techniques			
◆ explain value and scope of branding			
◆ list the principal functions of product planning			
◆ identify types of warranties and extended product features			
◆ explain importance of credit			
◆ summarize the major processes of product safety legislation and consumer rights			
Text	Marketing Essentials		
Resources	Unit 10: Chapter 34 Student Activity Workbook Student Templates		
Time Frame	5 hours (suggested)		

CHAPTER 34: WHAT IS PRODUCT PLANNING

_____	READ	TEXT	pp. 446-459
_____	DO	QUESTIONS and PROJECTS	attached
_____	DO	WORKBOOK	pp. 213,-214, 216
_____	DO	WORKBOOK (Computer Activity)	pp. 217-218

QUESTIONS and PROJECTS

All questions are to be answered with complete sentences.

Fact and Idea Review (p. 460)

Explain the difference between a product item and a product line.

Explain the difference between product depth and product width.

Why is product mix important?

In the table below, list the strategies to be used during the different stages of a product's growth:

STAGE	STRATEGY
Introductory	
Growth	
Maturity	
Decline	

Critical Thinking (p. 460, #1, 2, 7)

From the Commissary or PX, choose one **product item**. _____

List the items (carried in the Commissary or PX) in the associated **product line**:

If you owned a small retail store that sells party supplies to consumers, list at least ten items you might have in your **product mix**.

Choose ONE of the following items, and explain the strategies you would use to manage it during each stage of its life cycle: A) soup B) soap C) soda

PRODUCT:	
STAGE	STRATEGY
Introductory	
Growth	
Maturity	
Declining	

PERFORMANCE ASSESSMENT (p. 461) ROLE PLAY (This may be done in PowerPoint.)
Hint: Think about the market that you want to target.

Self Assessment – “I can...”	LAP 10A
<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	

ASK YOUR INSTRUCTOR FOR EVALUATION MATERIALS