**December 2nd Objective: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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**Warm-up: List three characteristics of capitalism & three characteristics of socialism**

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|  | **Socialism** |
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**December 3rd Objective: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Warm-up:**

* **Give one example of a convenience, shopping, specialty, & unsought good.**
* **What is the key factor in determining what type of good you are classifying**

**December 4th Objective: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Warm-up: List the four functions of \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**December 5th Objective: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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**Warm-up: Name a product that typically comes with a warranty & list the type of warranty it comes with.**

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**December 6th Objective: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Warm-up: A global brand has three options for branding & three key aspects for packaging. List one example of each.**

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**4.1 (Chapter 9 pages 283 – 299) Product Concepts Learning Outcomes:**

1. **Define the term *product***
2. **Classify consumer products**
3. **Define the term product item, product line, & product mix**
4. **Describe marketing uses of branding**
5. **Describe marketing uses of packaging & labeling**
6. **Discuss global issues in branding & packaging**
7. **Describe how and why product warranties are important marketing tools**

**Monday Assignment:**

**Create a list of products that you (or your family) has purchased over the last two months. At least one example from each of the four categories needs to be used. You can go back in time (further than 2 months) to list items that fit that category.**

**Convenience Product Shopping Product Specialty Product Unsought Product**

|  |  |
| --- | --- |
| **Product Purchased** | **Category** |
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**Part II: Choose a brand (no repeats in class) & examine their product mix. Create at least 3 product lines based on the mix given. Label each product line and list as many products as you can that fall within that line.**

**Answer the following questions once done:**

* **How did you determine what product lines to segment your companies product mix?**
* **Give one example of a product item from each product line you created.**
* **Classify each product line as shallow or deep**
* **Is the overall mix of your company narrow or broad? Look at the total product mix not just the lines you created.**