

Competition Concepts

Abbreviated Short Topic

This topic intends to introduce or reinforce the subject matter.

Other related topics provide deeper exploration of Supply Chain Mgt., Marketing, and General Business.

Topic Name: Competition Concepts

Objectives:

- Identify and define one new word or expression
- Describe the overall concept conveyed by this topic
- Relate this topic to the “Big Picture”

Outline:

- Take notes on videos associated with this topic
- Prepare to discuss the videos with a shoulder-buddy or class
- If assigned, draw a poster or diagram based information presented

With a shoulder-buddy, or as a class, discuss how the topic presented fits into the Big Picture.

The checkmark shown is the “class-answer” to where this topic fits into the Big Picture. But you might disagree. Also, the topic might apply to more than just one portion of the Big Picture.

Q1. Do you agree or disagree with where the checkmark is placed? Why?

Q2. How does this topic relate to previous topics?

Q3. What is one new/key concept revealed in this topic - or that reinforced your prior knowledge?

Price
Produce
Promotion
Place

