|  |  |  |  |
| --- | --- | --- | --- |
| Theory - knowledge needed about Product Marketing  **Product Design AQA GCSE Product Marketing theory** | **Red**  No | **Amber**  Maybe | **Green**  Yes |
| I have a knowledge and understanding of the power of branding and advertising and the effect that they have upon different consumer  groups; |  |  |  |
| I am able to promote my own products using a variety of techniques, e.g. leaflets, flyers, point of sale, packaging and digital media. |  |  |  |

Target setting:

Students name: ……………………………………………………………………..