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| --- | --- | --- | --- |
| 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 consumergroups; |  |  |  |
| 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: ……………………………………………………………………..