

# Checklist

## What you should know

By the end of this subtopic, you should be able to:

- define the following terms: (AO1)
  - market orientation
  - product orientation
  - market share
  - market growth
  - market leader
- explain the meaning of market and marketing (AO2)
- describe marketing objectives for for-profit commercial and social enterprises, and non-profit social enterprises (AO1)
- distinguish between market orientation and product orientation (AO2)
- distinguish between market share and market growth (AO2)
- calculate market share and market growth for given data (AO4)
- discuss the importance of market share and market leadership (HL only) (AO3)
- apply the Boston Consulting Group matrix in a given context (AO2)