****GLOSSARY: MARKETING AND THE SUPPLY CHAIN**

***Directions:*** *Complete the glossary using the “Marketing and the Supply Chain” PowerPoint on my website (bkavass.weebly.com). Assignment is worth* ***100 points****.*

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| **VOCAB WORD** | **DEFINITION** |
|  Marketing |  |
| Role of Marketing |  |
| Core Functions of Marketing*(Just list them)* |  |
| Economic Utility |  |
| Types of Economic Utility: Form Utility Place Utility Time Utility Information Utility Possession Utility |  |
| 4 P’s of Marketing |  |
| **Product**: Product Planning Product Mix Product Line Product Item |  |
| **Price** |  |
| **Promotion**: Product Promotion  Institutional Promotion |  |
|  Methods of Promotion |  |
| **Place** |  |
| Role of Marketing in Supply Chain: Integration Contribution Growth Brand |  |
| Demand |  |
| Supply |  |
| Distribution |  |
| Channels of Distribution |  |
|  Producers |  |
|  Intermediaries |  |
| Functions of Intermediaries |  |
|  Transactional Function |  |
|  Logistical Function |  |
|  Facilitating Function  |  |
|  |  |
| Types of Intermediaries |  |
|  Wholesaler or Distributor |  |
|  Retailers |  |
|  Agents or Brokers |  |
|  |  |
| Functions of Wholesaler/Distributor |  |
|  Purchasing  |  |
|  Warehousing and Transportation |  |
|  Grading and Packaging |  |
|  Bulk-Breaking |  |
|  Marketing |  |
|  |  |
| Direct Channel of Distribution |  |
| Indirect Channel of Distribution |  |
| Levels of Distribution: |  |
|  Exclusive |  |
|  Integrated |  |
|  Selective |  |
|  Intensive |  |
|  E-marketplace (E-commerce) |  |
|  |  |
| Integrated Marketing Communication |  |
|  Advertising |  |
|  Public Relations |  |
|  Personal Selling |  |
|  Sales Promotion |  |
|  Direct Marketing |  |
|  Digital Marketing |  |
|  Guerilla Marketing |  |