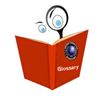
****GLOSSARY: MARKETING AND THE SUPPLY CHAIN**

***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 |  |