****GLOSSARY: Marketing Concepts**

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

| **VOCAB WORD** | **DEFINITION** |
| --- | --- |
| Marketing |  |
| Role of Marketing |  |
| Branding |  |
|  Logos |  |
|  Slogans |  |
| Marketing Core Functions |  |
|  Channel Management |  |
|  Marketing Info Management |  |
|  Market Planning |  |
|  Pricing |  |
|  Product/Service Management |  |
|  Promotion |  |
|  Selling |  |
| Economic Utility |  |
|  Form Utility |  |
|  Place Utility |  |
|  Time Utility |  |
|  Information Utility |  |
|  Possession Utility |  |
| 4 P’s of Marketing |  |
|  Place |  |
|  Channels of Distribution |  |
|  Producers |  |
|  Intermediaries |  |
|  Price |  |
|  Product |  |
|  Product Planning |  |
|  Product Mix |  |
|  Product Line |  |
|  Product Item |  |
|  Promotion |  |
|  Product Promotion |  |
|  Institutional Promotion |  |
|  Forms of Promotion |  |
| Integrated Marketing Communications |  |
| * **Advertising**
* **Public Relations**
* **Personal Selling**
* **Sales Promotion**
* **Direct Marketing**
* **Digital Marketing**
* **Guerilla Marketing**
 |  |
| Advertising |  |
|  Promotional Advertising |  |
|  Institutional Advertising |  |
| Types of Media |  |
|  Print Media |  |
|  Transport Media |  |
|  Broadcast Media |  |
|  Internet Media |  |
|  Specialty Media |  |
|  Other Media |  |
| Media Measurement: Audience Frequency Impression Cost per Thousand (CPM) |  |
| Market Research |  |
| Importance of Market Research |  |
| Types of Marketing Research |  |
|  Quantitative |  |
|  Qualitative |  |
|  Attitude/Opinion |  |
|  Market Intelligence |  |
|  Media/Advertising |  |
| Marketing Research Process |  |
| Types of Data: Primary Secondary |  |
| Methods of Collection |  |
|  Survey Method |  |
|  Sample |  |
|  Observation Method |  |
|  Point of Sale |  |
|  Experimental Method |  |
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