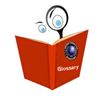
****GLOSSARY: Marketing Concepts**

***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 |  |
|  |  |