



MARKETING VOCABULARY

advertisement	advertising poster
advertising management services	advertising campaign
age group	available
average	to attract
a bargain	brand leader
brand loyalty	brand image
to benefit	billboard
brand	best seller
buy one get one free	buying/spending power
by product	cash cow
a competitor	competitive cost
to cost	challenger
competitor/rival/challenger	cost advantage
customer	customer loyalty
customer satisfaction survey	data
dealer	demand
discount price	distribution channels
a discount	eco-friendly
end display	I-level
an exhibition	the four P's; Product, Price, Promotion, Place
fast moving consumer goods	field study
floor price	free
full price	gender
gift	goods
hardsale tactics	household
hype	impulse buying
in bulk	incentive
income	an item
a label	layout
launching	a leaflet
life cycle	location
loyalty	loyalty card
luxury	margin
market	market share
market research	market segments
market survey/study	marketer
marketing director	marketing operational
marketing ploy	marketing strategy
marketing direct	marketing price
mall	mass market
a marketing stunt move	market intelligence
marketing assistant	marketing positioning
market leader	middleman
a niche	old-fashioned/out dated



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to offer
outlet
point-of-sale
price positioning
price tag
premium price
product advantage
profit margin
quality price ratio
ranged
relay coupon
retail price
sales
scheme/strategy
a shortage
stock shortage
to supply
survey
succeed
target market
trademark
unsold
value for money
win-win situation

online buying
packaging
to position
price range
press release
price cut
product range
psychological price
questionnaire
to recall
reliable
royalty
a sample
shelf
star product
supply
supply and demand
SWOT matrix
a target
tender
trend
up-scale
vulture
withdraw