

Marketing Semester 1 Exam Study Guide Unit 1-7

Vocabulary

Marketing
Added Value
Form Utility
Place Utility
Time Utility
Marketing Concept
Market
Mass Marketing
Market Segmentation
Geographics
Demographics
Psychographics
Product Benefits
Marketing Mix
Target Market
Market Economy
Command Economy
Monopoly
Balance of Trade
WTO
Flextime
Signature
Copy
Industry
Whistle Blower
Supply
Demand
Private Sector business
Public Sector business
Telecommuting
Surplus
PR
Superior Point
Boomerang
Denial
CRM
Feature-benefit chart
Which Close
Point-of-sale
Target Market

Economic Utilities
SWOT analysis
Marketing plan
Open ended question
Validity
Reliability
WTO
Infrastructure
Exports
Imports
Market Share
Sales
Profit
Trademark
Accounting vs. Finance
Copyright
Wholesaler
Retailer
EEOC
OSHA
Productivity
Inflation
Price Gouging
GDP
GNP
Selective Distribution
Direct Distribution
Indirect Distribution
Common Carriers
Ton Mile
Organizational Buyers
Six-Month Merchandising Plan
Want Slip
Consignment Buying
Four Way of Checking in Merchandise/Receiving
Inventory
Spreadsheets
Logistics
Most Common Dist. Channel for stationary supplies

Marketing Guide Sem 1

Sally Stuart



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