

Marketing vocabulary list pdf

an item
a bargain
a competitor
a discount
a label, a price tag
a leaflet
a marketing stunt/move
a niche
a range
a sample
a target
advertisement
advertising management
services
advertising poster
an exhibition
available
best seller
billboard
brand
brand image
brand leader
brand loyalty
buy one get one free
buying/spending power
by-product
competitive
competitor / rival / challenger
cost
cost advantage
customer
customer loyalty
dealer
demand
discount price
distribution channels
eco-friendly
end display
eye level
fast-moving consumer goods
floor price
four Ps
free
full price
gender
goods
hard sell tactics

hype
impulse buying
in bulk
incentive
income
layout
life cycle
location
loyalty card
loyalty
luxury
mall
margin
market
market intelligence
market leader
market price
marketer
marketing assistant
marketing direct
marketing positioning
mass market
middleman
old-fashioned / out-dated
online buying
operational marketing
outlet
premium price
press release
price positioning
price range
product advantage
product range
profit margin
psychological price
quality price ratio / value for money
questionnaire
range
relay coupon
reliable
retail price
royalty
sales
shortage
star product
supply and demand

SWOT Matrix
target market
tender
trade mark
trend
unsold
upscale
(on) average
a cash cow
a challenger
a customer satisfaction survey
a data
a field study
a gift
a household
a launching
a market segment
a market share
a market survey/study
a marketing director
a marketing ploy
a marketing strategy
a point of sale
a price cut
a scheme / a strategy
a shelf
a stock shortage
a survey
a voucher
an advertising campaign
an age group
the packaging
the supply

USEFUL VERBS

to attract
to benefit
to cost
to offer
to position
to recall
to supply
to succeed
to withdraw

