

Key Terms Glossary

Unit 2: Developing a marketing campaign

In preparation for unit 2, look up the following key words that are used in this unit. You will need this when completing the coursework.

| Key Terms | Definition/Explanation |
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| Marketing | |
| Customer demand | |
| Aims and Objectives | |
| Profitability | |
| Market Share | |
| Diversification | |
| Brand awareness | |
| Brand loyalty | |
| Mass market | |
| Niche market | |
| Market segmentation | |
| Branding | |
| Unique selling point | |
| Budgets (in business) | |
| Brand personality | |
| Business size | |
| Specialized staff | |
| Internal influences on marketing | |

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| External influences on marketing | |
| SWOT Analysis | |
| PESTEL Analysis | |
| Competitor Mapping | |
| Market Research | |
| Primary market research | |
| Secondary market research | |
| Target market | |
| Competitors | |
| Market trends | |
| Price matching | |
| Questionnaires | |
| Focus groups | |
| Test marketing | |
| Qualitative research | |
| Quantitative research | |
| Marketing mix | |
| Product portfolio | |
| Product life cycle | |
| Price skimming | |
| Price penetration | |

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| Competitor pricing | |
| Cost-plus pricing | |
| Distribution channels | |
| Promotion | |
| Guerilla Marketing | |
| Social media advertising | |
| Contingency planning | |