

Media – a way of communicating information and ideas to large numbers of people (examples: TV, newspapers, internet)

Copy definition here.

Rephrase definition in your own words here.

Prestige pricing – Higher-than-average prices to suggest status and high quality to the customer

Copy definition here.

Price – The value in money or its equivalent placed on a good or service.

Copy definition here.

Price lining – A pricing technique that sets a limited number of prices for specific groups or lines of merchandise.

Copy definition here.

Print media – publications that use paper and ink which includes newspapers, magazines, academic journals, telephone directories, brochures, and catalogs

Copy definition here.

Describe at least one Print Media you appreciate, and describe why you like it?

Product design – the process of generating and developing ideas that will lead to new products to meet customer needs.

Copy definition here.

Name one product that has exceptional Product Design. Describe why you feel/think it is an exceptional design.

Product differentiation – making your company’s product different from similar products (to meet needs of customers so they will buy your product and not your competitor’s product).

Copy definition here.

Rephrase definition in your own words here.

Product lines – the range of products with different features a company offers.

Copy definition here.

List at least four varieties of Coca Cola product-line:

Psychographics– grouping people with similar attitudes, interests, and opinions, as well as lifestyles and shared values

Copy definition here.

Rephrase the definition in your own words here.

In your own words, define “attitudes” here ...

In your own words, define “shared values” here ...

Psychological pricing – Pricing techniques that create an illusion for customers.

Copy definition here.

Public relations – the activity of building the reputation and positive public image of a company, organization or high profile individual such as a singer, actor or politician.

Copy definition here.

Rephrase definition in your own words here.

Describe one example of Public Relations you're aware of that has occurred within the past 12-months:

Publicity – when an issue or person gets attention and coverage (articles) about them in a newspaper, magazine or TV.

Copy definition here.

Why is Publicity something a marketing professional should be aware of?

COMPARE PUBLIC RELATIONS TO PUBLICITY ... WHAT IS SIMILAR? WHAT IS DIFFERENT?

List two things that publicity and public relations have in common:

- 1.

- 2.

List two things that are unique / distinctive about each (Public Relations and Publicity)

PUBLIC RELATIONS
1.
2.

PUBLICITY
1.
2.

Retailing – the sale of goods from a fixed location such as a department store or convenience store.

<i>Copy definition here.</i>

<i>Rephrase definition in your own words here.</i>
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<i>List at least six (6) examples of retail stores:</i>
1.
2.
3.
4.
5.
6.

Return on investment (ROI) – A financial calculation that is used to determine the relative profitability of a product

Copy definition here.

Sales Forecast– the projection of probable, future sales in units or dollars

Copy definition here.

Rephrase definition in your own words here.

Imagine you own a bicycle retail store. Would your sales forecast for the summer months be the same as for the winter? Why or why not?

Skimming pricing – A pricing policy that sets a very high price for a new product.

Copy definition here.

Rephrase definition in your own words here.

Sponsorship – money given to help pay for an event.

Copy definition here.

Rephrase definition in your own words here.

Describe why a company might spend money to sponsor an event.

SWOT Analysis– an assessment that lists and analyzes the company’s strengths and weaknesses, SWOT is an acronym for strengths, weaknesses, opportunities, and threats.

Copy definition here.

Rephrase definition in your own words here.

Complete the SWOT diagram here for a Walmart store.

Strengths of Walmart

Weaknesses of Walmart

Opportunities for Walmart

Competitive Threats to Walmart

Trade show – an exhibition organized so that companies in a specific industry can showcase and demonstrate their latest products, service, study activities of rivals and examine recent trends and opportunities

Copy definition here.

Underline four important words in the definition and write/copy them here:

- 1.
- 2.
- 3.
- 4.

Word of mouth – when people tell their friends, family and co-workers about products they like, a free form of advertising

Copy definition here.

Broadcast media – the distribution of audio and video content to an audience via radio, television, the internet, or other media.

Copy definition here.

Rephrase definition in your own words here.

Describe the top-three things you've learned or reinforced from this assignment.

1.

2.

3.

This document is adapted from content/definitions originating from:

- Boulder Valley School District Department of CTEC (June 2015)
- Provocative Business Change (ISBN 1419618741). (December 2005)
- Web Resources at www.honeycutt.biz (2017)