

**4P's of marketing** – the four dimensions of marketing: product, price, place and promotion, also known as the “marketing mix”.

*Copy definition here.*

*Rephrase definition in your own words here.*

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**Billboard** – a very large sign by the side of the road or on a building with an easy to see advertisement on it.

*Copy definition here.*

*List three places you might find a billboard.*

- 1.
- 2.
- 3.

**Brand** – a type of product made by a particular company.

*Copy definition here.*

*Rephrase definition in your own words here.*

*List four brands here:*

*Car Brand –*

*Food Item Brand -*

*Clothing Brand –*

*Toy Maker Brand -*

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**Brand awareness** – whether consumers know that a brand exists, whether consumers think of the brand quickly and easily.

*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.*

List at least two pros and two cons associated with each broadcast media type listed

Pros		Cons
	<i>Radio</i>	
	<i>TV</i>	
	<i>Internet</i>	

**Channels** – distribution channels, ways that a company makes products available to customers (through stores, internet, door-to-door).

*Copy definition here.*

**Competitive market** – a market which has a lot of competition (between companies selling products in the market).

*Copy definition here.*

**Convention** – a large formal meeting of people who do a particular job or have a similar interest.

*Copy definition here*

**Describe what you imagine a toy-maker convention might be like:**

How many companies might be present?

How many people might attend?

How many days would the convention last?

Where would this convention be held? (What City, State and What Facility)?

Would there be any speakers at the convention? If so, who? If not, why not?

Would there be a charge (cost) for attending the convention? If so, how much? If not, why not?

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**Demand elasticity** – The degree to which demand for a product is affected by its price.

*Copy definition here*

**Demographics** – statistics that describe a population in terms of personal characteristics, such as age, gender, income, marital status, and ethnic background.

*Copy definition here*

**Describe your best guess at the demographics of people who purchase Nike® running shoes:**

Gender?

Age?

Where do they live?

What kind of jobs do they have?

What do they read?

Where do they get their news?

What stores do they usually shop at?

How would you communicate to this group of people about a new shoe on the market?

**Direct sales** – when an ad asks you to do something like: call a free phone number, visit a website, return a response card, place an order, and complete a survey.

*Copy definition here*

**Distribution** – the process of getting a company’s products to the customer.

*Copy definition here*

*Draw a diagram of “Distribution” here ...*

**E-commerce** – buying and selling goods and services over the internet.

*Copy definition here*

*List three ways people bought and sold goods and services BEFORE the Internet existed:*

- 1
- 2
- 3

**Executive Summary**– a brief overview of an entire marketing plan.

*Copy definition here*

*Why, in your opinion, is there an “Executive Summary” at the beginning of many business reports?*

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**Exhibition** – an event where different companies show their products to other companies or to the general public.

*Copy definition here*

*Describe (in your best opinion) the difference between an Exhibition and a Convention:*

**Geographic**– segmentation of the market based on where people live.

*Copy definition here*

*Rephrase definition in your own words here.*

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**Life cycle** – product life cycle, the different stages a product goes through during its life and the marketing problems that each of these stages presents.

*Copy definition here*

*Rephrase definition in your own words here.*

**Liquidated** – products sold to generate cash.





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

1.

2.

3.

This ten (10) page document is adapted from content originating from:

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