

TOPIC 4: Marketing

Concept	Definition/Explanation
Market size	
Market growth	
Market share	
Market orientation	
Marketing objectives	
Product orientation	
Marketing plan	
Marketing audit	
Primary research	
Secondary research	
Market segmentation	
Targeting	
Consumer profile	
Corporate image	
Position (perception) map	
Unique Selling Point (USP)	
Product life cycle	
Extension strategy	
Boston matrix	
Branding	
Brand loyalty	
Branding types (eg family, product, company, own label & manufacturer's)	
Cost-based pricing	

DP Business Management Key Terms

Concept	Definition/Explanation
Price leadership	
Penetration pricing	
Skimming	
Above the line promotion	
Below the line promotion	
Promotional mix	
Channels of distribution	
Retailers	
Wholesalers	
E-commerce	
B2B	
B2C	
HL Concepts	
Social marketing	
Asset-led marketing	
Porters Five Forces	
Sampling	
Sampling error	
Non-sampling error	
Sales forecasting	
Family branding	
Product branding	
Company branding	

DP Business Management Key Terms

Concept	Definition/Explanation
Own label branding	
Manufacturers brand	
Marginal cost pricing	
Contribution pricing	
Absorption and full costing	
Predatory pricing	
Going rate pricing	
Price discrimination	
Loss leader	
Psychological pricing	
Promotional pricing	
PED	
XED	
IED	
AED	
Supply chain management	