

## Marketing Terms

1. Accordion Insert
2. Ad Specialty
3. Advertising Plan
4. Advertorial
5. Affiliate
6. Affiliate Directory
7. Affiliate Network
8. Banner Ad
9. Brand
10. Brand Identity
11. Brand Image
12. Brand Manager
13. Caption
14. Car Card
15. Card Rate
16. Circulation
17. Competition Oriented Pricing
18. Cooperative Advertising
19. Copyright
20. Corrective Advertising
21. Cost Efficiency
22. Cost Per Inquiry
23. Counter Advertising
24. Deceptive Advertising
25. Demographics
26. Direct Mail
27. Direct Marketing
28. Earned Rate
29. End-User
30. Equal Time
31. Exposure
32. Eye Tracking
33. FCC
34. Flat Rate
35. Flighting
36. Full Position
37. Full-Service Agency
38. Galvanometer Test
39. Generic Brand
40. Gross Audience
41. Gross Rating Points (GRPs)
42. Hierarchy-Of-Effects Theory
43. Holding Power
44. Holdover Audience
45. Horizontal Discount
46. Horizontal Publications
47. House Agency
48. Image Advertising
49. Industrial Advertising
50. Infomercial
51. Jumble Display
52. Keeper
53. Key Success Factors
54. Lifestyle Segmentation
55. List Broker
56. Loss Leader
57. Loyalty Index
58. Macromarketing
59. Marginal Analysis
60. Market Profile
61. Market Segmentation
62. Market Share
63. Marketing Firm
64. Marketing Mix
65. Materiality
66. Media Strategy
67. Motivation Research
68. Narrowcasting
69. National Brand
70. Nominal Scale
71. Nonprofit Marketing
72. Norms
73. Objectives
74. Parity Products
75. Patronage Motives
76. Payment Threshold
77. Per Inquiry
78. Perceived Risk
79. Percent-of-Sales Method
80. Potential Market
81. Product Differentiation
82. Product Life Cycle
83. Promotional Mix
84. Psychographics
85. Psychological Segmentation
86. Publicity
87. Pupilometrics
88. Qualitative Research

## Marketing Terms

- 89. Quality Control
- 90. Quantitative Research
- 91. Rate Card
- 92. Reach
- 93. Reference Group
- 94. Referral Premium
- 95. Selling Orientation
- 96. Slogan
- 97. Strategic Market Planning
- 98. Subliminal Perception
- 99. Tag line
- 100. Target Market
- 101. Unique Selling  
Proposition
- 102. Vehicle
- 103. Vertical  
Publications
- 104. Vision