

## Marketing Terms

1. Advertising Allowance
2. Advertising Plan
3. Advertorial
4. Affiliate
5. Affiliate Directory
6. Agency Commission
7. Aspirational Goods
8. Banner Ad
9. Brand
10. Brand Identity
11. Brand Image
12. Brand Manager
13. Business-to-Business Advertising
14. Channel Distribution
15. Circulation
16. Classified Advertising
17. Competition Oriented Pricing
18. Copyright
19. Cost Efficiency
20. Cost per Inquiry
21. Creative Strategy
22. Day-After-Recall Test
23. Deceptive Advertising
24. Demographics
25. Direct Mail
26. Direct Marketing
27. Earned Rate
28. Eighty-Twenty Rule
29. End-User
30. Equal Time
31. Exposure
32. Eye Tracking
33. FCC
34. Flat Rate
35. Flighting
36. Focus Group Interview
37. Full-Service Agency
38. Generic Brand
39. Gross Audience
40. Gross Rating Points (GRPs)
41. Hierarchy-Of-Effects Theory
42. Holding Power
43. Horizontal Discount
44. House Agency
45. Image Advertising
46. Infomercial
47. In-Pack Premium
48. Jingle
49. Keeper
50. Leave-Behind
51. Lifestyle Segmentation
52. Loss Leader
53. Loyalty Index
54. Marginal Analysis
55. Market Segmentation
56. Market Share
57. Marketing Mix
58. Materiality
59. Media Strategy
60. Motivation Research
61. Narrowcasting
62. National Brand
63. Net Unduplicated Audience
64. Nominal Scale
65. Nonprofit Marketing
66. Parity Products
67. Payment Threshold
68. Penetrated Market
69. Perceived Risk
70. Percent-of-Sales Method
71. Potential Market
72. Price Discrimination
73. Product Differentiation
74. Product Life Cycle
75. Product Positioning
76. Promotional Mix
77. Psychographics
78. Psychological Segmentation
79. Publicity
80. Pupilometrics
81. Qualitative Research
82. Quality Control
83. Quantitative Research
84. Rate Card
85. Reach
86. Reference Group

## **Marketing Terms**

87. Search Advertising
88. Selling Orientation
89. Slogan
90. Strategic Market Planning
91. Subliminal Perception
92. Tag line
93. Target Market
94. Targeting/Positioning
95. Unique Selling  
Proposition
96. Values and Lifestyles  
Research
97. Vertical Publications
98. Wear In
99. Wear Out
100. Word of Mouth  
Advertising