

## Communications Terms

1. above the field
2. advertorial
3. advocacy advertising
4. affinity marketing
5. Agenda Setting
6. ambush marketing
7. Ansoff matrix
8. argumentation
9. Audience
10. balanced scorecard
11. below the line
12. branding
13. brown goods
14. button ad
15. buzzword
16. caching
17. Campaign
18. cascading style sheets
19. category management
20. Causality
21. Censorship
22. chartered marketer
23. click-through
24. Community
25. competitive advantage
26. confusion marketing
27. Content analysis
28. corporate identity
29. Culture
30. customer acquisition cost
31. database marketing
32. Debate
33. differentiation
34. Digital
35. direct response advertising
36. efficient consumer response
37. Election
38. electronic point of sale system
39. emotional selling proposition
40. ethical marketing
41. experience curve
42. Experiment
43. field marketing
44. Focus group
45. franchising
46. genre
47. geodemographics
48. Globalization
49. grey market
50. group decision making
51. guerrilla marketing
52. Health Campaign
53. Hegemony
54. Influence
55. Information
56. interpersonal
57. Interview
58. joint venture
59. keyword buying
60. knowledge management
61. learning log
62. listening skills
63. macro environment
64. Mass Communication
65. mass media
66. media
67. media neutral planning
68. merchant account
69. Mobile communication
70. modular training
71. networks
72. nonverbal communication
73. off-the-shelf
74. Operational definition
75. organic growth
76. parallel importing
77. peer to peer marketing
78. persuasion
79. Porter's Five Forces
80. public sphere
81. pull vs. pull promotion
82. qualitative research
83. Regression
84. relationship marketing
85. rhetoric
86. rich media
87. segmentation
88. Speech
89. Statistical significance
90. status

## Communications Terms

91. Structuralism
92. surround session
93. survey
94. syndicate group
95. telecommuting
96. Television
97. underdelivery
98. unique visitor
99. viral marketing
100. youth market