

advertising media

the many forms of communication used to reach an audience

behavioural segmentation

the process of dividing the total market according to the relationship the customers have with the product

blog

an online journal that can be added to by readers

brand

a name, term, symbol, design or any combination of these that identifies a specific product and distinguishes it from its competition

brand name

that part of the brand that can be spoken

brand symbol or logo

a graphic representation that identifies a business or product

bundle pricing

where customers gain a package of goods and services in addition to the tangible good they purchased

channel

any method used for carrying a message

channels of distribution

the routes taken to get the product from the factory to the customer

competition-based pricing

where the price covers costs and is comparable to the competitor's price

competitive
positioning

how a business will
differentiate its
products

cost-based pricing

a pricing method derived
from the cost of producing
or purchasing a product
and then adding a mark-up

customised or local
approach

a global marketing strategy
that assumes the way the
product is used and the needs
it satisfies are different
between countries

customised pricing

whenever consumers in
different countries are
charged different prices
for the same product

demand

the quantity of a product
consumers are willing to
purchase at a particular
price

demographic
segmentation

the process of dividing the total market according to particular features of a population, including the size of the population, age, sex, income, cultural background and family size

distribution

activities that make the products available to customers when and where they want to purchase them

e-marketing

the practice of using the internet to perform marketing activities

ethical consumerism

the buying of products that are not harmful to the environment, animals and society

extended marketing
mix

the combination of people, processes and physical evidence with the four main elements of the marketing mix

fair trade movement

an alternate method of international trade that promotes environmentalism, fair wages, alleviation of global poverty and a fair price for growers

frequency

a measure of the average number of times someone is exposed to the message of an advertisement

generic brands

products with no brand name at all

geographic
segmentation

the process of dividing the total market according to geographic locations

global branding

the worldwide use of a name, term, symbol or logo to identify the products of a seller