

1. advertising media	the many forms of communication used to reach an audience	20. extended marketing mix	the combination of people, processes and physical evidence with the four main elements of the marketing mix
2. behavioural segmentation	the process of dividing the total market according to the relationship the customers have with the product	21. fair trade movement	an alternate method of international trade that promotes environmentalism, fair wages, alleviation of global poverty and a fair price for growers
3. blog	an online journal that can be added to by readers	22. frequency	a measure of the average number of times someone is exposed to the message of an advertisement
4. brand	a name, term, symbol, design or any combination of these that identifies a specific product and distinguishes it from its competition	23. generic brands	products with no brand name at all
5. brand name	that part of the brand that can be spoken	24. geographic segmentation	the process of dividing the total market according to geographic locations
6. brand symbol or logo	a graphic representation that identifies a business or product	25. global branding	the worldwide use of a name, term, symbol or logo to identify the products of a seller
7. bundle pricing	where customers gain a package of goods and services in addition to the tangible good they purchased		
8. channel	any method used for carrying a message		
9. channels of distribution	the routes taken to get the product from the factory to the customer		
10. competition-based pricing	where the price covers costs and is comparable to the competitor's price		
11. competitive positioning	how a business will differentiate its products		
12. cost-based pricing	a pricing method derived from the cost of producing or purchasing a product and then adding a mark-up		
13. 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		
14. customised pricing	whenever consumers in different countries are charged different prices for the same product		
15. demand	the quantity of a product consumers are willing to purchase at a particular price		
16. 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		
17. distribution	activities that make the products available to customers when and where they want to purchase them		
18. e-marketing	the practice of using the internet to perform marketing activities		
19. ethical consumerism	the buying of products that are not harmful to the environment, animals and society		