

Name:

Date:

Class:

Lesson 7.1

Build Your Vocabulary

As you progress through this text, develop a personal glossary of key terms. This will help you build your vocabulary and prepare you for a career. Write a definition for each of the following terms and add them to your personal glossary.

- behavioral segmentation
Definition:

- business-to-business (B2B) market
Definition:

- business-to-consumer (B2C) market
Definition:

- buying status
Definition:

- census
Definition:

- customer profile
Definition:

- demographic segmentation
Definition:

- demographics

Definition:

- generation

Definition:

- geographic segmentation

Definition:

- market

Definition:

- market identification

Definition:

- market segment

Definition:

- market segmentation

Definition:

- mass market

Definition:

- mass marketing

Definition:

- psychographic segmentation

Definition:

- target market

Definition:

- usage rate

Definition: