

Name:

Date:

Class:

## **Lesson 8.1**

### **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.

- channel management

Definition:

- marketing

Definition:

- marketing concept

Definition:

- marketing function

Definition:

- marketing information management (MIM)

Definition:

- marketing mix

Definition:

- market planning

Definition:

- packaging strategy

Definition:

- people strategy

Definition:

- place strategy

Definition:

- positioning strategy

Definition:

- price strategy

Definition:

- pricing

Definition:

- product/service management

Definition:

- product strategy

Definition:

- promotion

Definition:

- promotion strategy

Definition:

- Selling

Definition: