

Name:

Date:

Class:

Lesson 8.3

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.

- action plan
Definition:

- marketing objectives
Definition:

- marketing strategies
Definition:

- marketing tactics
Definition:

- situation analysis
Definition:

- SWOT analysis
Definition: