

Name:

Date:

Class:

Lesson 10.1

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.

- brand advocate

Definition:

- circulation

Definition:

- content marketing

Definition:

- digital promotion

Definition:

- inbound marketing

Definition:

- influencer

Definition:

- institutional promotion

Definition:

- integrated marketing communications (IMC)

Definition:

- key performance indicator (KPI)

Definition:

- media planning

Definition:

- metrics

Definition:

- mobile marketing

Definition:

- press conference

Definition:

- press kit

Definition:

- press release

Definition:

- product promotion

Definition:

- promotional mix

Definition:

- promotional plan

Definition:

- publicity

Definition:

- quick response (QR) code

Definition:

- real-time marketing

Definition:

- search engine optimization (SEO)

Definition:

- sponsorship

Definition:

- uniform resource locator (URL)

Definition: