

Name: \_\_\_\_\_

Date: \_\_\_\_\_

# Key Glossary Term

P	R	O	D	U	C	T	D	I	F	F	E	R	E	N	T	I	A	T	I	O	N	P	M
Y	A	W	D	S	L	Q	U	K	W	Z	S	P	R	O	M	O	T	I	O	N	P	E	Q
B	U	S	I	N	E	S	S	O	S	S	R	D	Z	Y	F	W	N	Y	Y	P	E	B	Z
Q	P	A	P	G	R	Z	Z	Q	J	O	E	G	Q	I	F	C	D	P	K	Q	G	G	D
L	P	M	Q	Y	Q	H	B	M	S	C	M	L	S	D	F	B	F	I	R	Z	Q	M	J
Q	E	Y	A	O	D	A	G	T	G	F	U	K	B	T	W	M	B	U	S	Q	Z	Y	N
V	J	Y	T	R	J	W	U	F	P	K	S	L	O	Y	A	L	T	Y	U	Y	T	B	R
J	E	U	W	F	Q	R	G	T	T	H	N	N	O	I	T	A	T	N	E	M	G	E	S
Q	Z	R	T	T	V	E	N	K	S	O	O	J	K	X	Z	X	I	R	F	L	P	V	A
C	A	A	L	Y	T	A	R	U	O	O	C	Z	T	C	A	R	E	M	U	S	N	O	C
I	B	A	G	U	Z	Z	Y	T	I	L	I	B	I	S	N	O	P	S	E	R	D	M	X
U	U	Q	C	M	X	D	O	N	J	A	I	D	E	M	L	A	I	C	O	S	O	M	U
K	Y	H	X	X	G	O	U	G	A	A	P	A	C	U	C	F	Z	M	X	A	P	M	Y
Q	V	X	T	A	R	G	E	T	M	A	R	K	E	T	U	L	Z	K	O	X	B	R	I
I	L	H	S	N	O	I	T	A	L	U	G	E	R	T	N	E	M	N	R	E	V	O	G
I	H	C	A	O	R	P	P	A	D	E	S	I	D	R	A	D	N	A	T	S	D	N	N
E	N	X	P	R	O	M	O	T	I	O	N	M	I	X	U	W	U	W	Y	X	Z	C	M
D	D	V	W	K	E	S	L	I	M	A	R	K	E	T	I	N	G	Z	Z	E	F	U	S
J	P	S	C	I	T	S	I	R	E	T	C	A	R	A	H	C	Q	F	I	W	T	W	R
K	V	A	N	Y	C	T	N	Z	X	F	J	L	C	X	C	O	M	P	A	N	Y	E	Z
G	N	I	L	L	E	S	E	T	H	I	C	S	M	V	S	A	L	E	S	D	C	N	O
I	Z	Y	T	I	C	I	L	B	U	P	Y	T	H	M	Z	V	B	L	F	Z	U	A	R
L	Q	T	C	U	D	O	R	P	F	B	Z	S	E	I	G	E	T	A	R	T	S	A	R
O	W	K	V	C	U	R	J	L	L	H	Y	K	C	Y	A	G	D	Q	L	C	Z	Y	C

Product Differentiation  
 Characteristics  
 Target market  
 Social Media  
 Marketing  
 Business  
 Product  
 Sales

Government Regulations  
 Responsibility  
 Consumer Act  
 Strategies  
 Promotion  
 Company  
 Selling

Standardised Approach  
 Promotion Mix  
 segmentation  
 Consumers  
 Publicity  
 loyalty  
 Ethics