

BUSINESS

HIGH SCHOOL-INTRODUCTION TO BUSINESS



Essential Learning Expectations:

- The functions of marketing
- The marketing mix
- Types of market research
- The steps involved in product development
- Types of media used for advertising
- Components of media measurement
- Measurement of advertising costs
- Determination of media rates

Content Vocabulary:

Marketing
Relationship marketing
Marketing mix
Channel of distribution
Direct distribution
Indirect distribution
Network
Break-even point
Market research
Marketing concept
Demographics
Target marketing
Market segmentation
Test market
Display
Genders
Physical
Advertising
Mass media
Infomercial
Ad campaign
Webcast
Advertising agency
Audience
Impression
Frequency
Cost per thousand (CPM)
Prime time
Transit