

Advertising

Advertising agency

Advertising campaign

Agent/broker

channel

Agents

AIDA

Approach

Asset

**Bait and
switch**

Balance of Trade

Balance Sheet

Brand

Brand equity

Brand Extension
Strategy

**Brand
Licensing
Brand loyalty
Break-even Point
Brick and mortar**

Business cycle

Business plan

Buyer

Capital

Capitalism
Cause Marketing
Channel
management

Channels of
Distribution
Closing the Sale
Co-branding Strategy

Command
Economy

Competition

Competitive
Advantage
Consumer

**Consumer
behavior
Convenience
good**

Corporation

Credit

Customer

Demand

Demographics

Depression

Discretionary Income

Disposable

Income

E-commerce

Economic system

Economic

Utility

Elastic

Demand

Embargo

Entrepreneur

Entrepreneurship

Equilibrium

Equity

Ethics

**Factors of
production**

Feasible
feature-Benefit
Selling
Form Utility

**Franchise
Generic
brand**

**Geographic
segmentation
Globalization
Gross Income**

**Inelastic
Demand
Inflation
Infrastructure**

Intangible
Intermediary
Jargon

Law of diminishing marginal utility

**Law of
supply and
demand
Liability
Loss Leader**

Macroeconomics

Management

Marginal utility

Market

Market
planning
Market
Position

Market Share

Marketing

Concept

Marketing Mix

Marketing research

Marketing

strategy

Marketing

tactic

Media

Microeconomics

**Mission
statement**

Monopoly

National brand

Networking
Objections
Opportunity cost
Package

Partnership
Personal brand
Personal
selling

Place Utility
Positioning
Possession Utility
Price

Price ceiling

Price floor

**Product Life
Cycle**

Product Line

Product Mix

Proprietary

information

Psychological segmentation

Publicity

Routine buying

decision

Recession

Recovery

Reference group

Retailers

**Return on
investment**

**Return on
marketing
investment
Risk**

Scarcity

Selling

Service

Sole
Proprietorship
Stockout

**Suggestion
selling**

Supply chain

**Supply chain
management
SWOT analysis
Target market**

Tariff

Time utility

Time value
of money

**Value
proposition
Variable expenses
Vision statement**

Visual merchandising

**Word-of-mouth
publicity**