

CHAPTER

10

Marketing

Part 1: Content Review

Matching

Write the letter of the correct term for each definition on the line provided.

Terms

- | | |
|-------------------|----------------------------|
| A. marketing | F. target market |
| B. promotion | G. database marketing |
| C. product | H. relationship selling |
| D. marketing plan | I. routine buying decision |
| E. marketing mix | J. external influence |

- _____ 1. A system of gathering, storing, and using customer data for marketing directly to customers based on their histories.
- _____ 2. The process of communicating with potential customers in an effort to influence their buying behavior.
- _____ 3. A specific group of customers whose needs a company will focus on satisfying.
- _____ 4. A document describing business and marketing objectives and the strategies and tactics to achieve them.
- _____ 5. Consists of dynamic activities that identify, anticipate, and satisfy customer demand while making a profit.
- _____ 6. The strategy for using the elements of product, price, place and promotion.
- _____ 7. A purchase made quickly and with little thought.
- _____ 8. Motivators or change factors from outside the business.
- _____ 9. Anything that can be bought or sold.
- _____ 10. Focuses on building long-term relationships with customers.