

Vocabulary: **Marketing**

<b>brand</b>	n. a particular make of product - to brand v. - branded adj.
<b>consumer</b>	n. the person who buys and uses a product or service - to consume v.
<b>cost</b>	v. [cost, costed, costed] to estimate the price of making a product - costing n.
<b>develop</b>	v. to create a new product or improve an existing one - product development n.
<b>distribution</b>	n. the delivering of products to end-users, inc. advertising, storing etc
<b>end-user</b>	n. the person, customer etc who is the ultimate (and so real) user of a product
<b>image</b>	n. the concept or perception of a firm or product held by the general public
<b>label</b>	n. small piece of paper, metal etc on a product giving information about it
<b>launch</b>	v. to introduce a new product, with publicity etc - product launch n.
<b>mail order</b>	n. the selling of goods by post - mail-order catalogue n.
<b>market research</b>	n. study of consumers' needs & preferences, often for a particular product
<b>packagingUK</b>	n. the wrapping or container for a product
<b>point of sale</b>	n. the place where a product is actually sold to the public - point-of-sale adj.
<b>product</b>	n. something made to be sold; merchandise [includes services] - to produce v.
<b>public relations</b>	n. creation and maintenance of a good public image - public relations officer n.
<b>registered</b>	adj. registered or officially recorded as a trademark - ® abbr. - to register v.
<b>sponsor</b>	n. firm supporting an organisation in return for advertising space - also v.
<b>S.W.O.T.</b>	abbr. Strength, Weaknesses, Opportunities, Threats
<b>total product</b>	n. the whole product, inc. name, packaging, instructions, reliability, after-sales etc
<b>trademark</b>	n. special symbol, design, word etc used to represent a product or firm - " abbr.