

# Business

## Marketing Terms Matching Cards

brand image	What people think of your brand
brand	Makes your product different from competitors
investment	Money put into the product
sensitive	When people don't want to pay more they are price
market leader	Company that has the biggest share of the market
target market	who you are aiming for
marketing mix	Price, place, promotion, product
above-the-line	TV, Magazine and newspaper advertising
below-the-line	Direct mail, PR and product placement
product-orientated	Thinking only about product and not about market
penetration	Trying to get as much market share as possible
distribution	Major part of Place in the marketing mix
premium	You know you are the best and so you charge for it!
life cycle	The life of a product
product range	The number of products you have