

# Marketing 101



Name: \_\_\_\_\_


## Vocabulary Words:

1. Target Market
2. Branding
3. Advertisement
4. Consumer Behavior
5. Slogan
6. Logo
7. Focus Group
8. Social Media Marketing
9. Hashtag
10. Emotional Buying

## Definitions:

1. **Target Market** - The specific group of individuals or customers at which a product or service is aimed based on their shared characteristics and preferences.
2. **Branding** - The process of creating a unique and recognizable identity for a product, service, or company through elements like name, logo, and design, to distinguish it from competitors in the market.
3. **Advertisement** – A paid promotional message or communication presented through various media channels to promote a product, service, or event and persuade the audience to take a specific action.
4. **Consumer Behavior** – The study of how individuals or groups select, buy, use or dispose of goods, services or experiences to satisfy their needs or desires.
5. **Slogan** – A short and memorable phrase or motto used in advertising to convey the essence of a brand or product, often aiming to create a strong emotional or persuasive impact on the audience
6. **Logo** – A visual symbol, design, or emblem representing a company, organization, or product, serving as an instantly recognizable element of its brand identity.
7. **Focus Group** – A small, diverse group of individuals assembled to participate in guided discussions or interviews, providing feedback and opinions about a product, service, or idea to aid market research and decision-making.
8. **Social Media Marketing** – The use of social media platforms and networks to promote products, services, or brands, engaging with the audience, building relationships, and increasing visibility and awareness.
9. **Hashtag** - A word or phrase preceded by the symbol "#" used on social media platforms to categorize content and facilitate its discoverability, allowing users to search and follow specific topics or discussions
10. **Emotional Buying** - The act of making a purchase based on feelings, desires, or emotional responses rather than solely on rational considerations, often influenced by personal preferences, attachments, or brand loyalty.