

Key Terms for Final Exam

Stages of the product life cycle
Introduction stage of the product life cycle
Growth stage of the product life cycle
Maturity stage of the product life cycle
Penetration vs. skimming pricing
Idea generation
Concept test
Product test
Market test
Product positioning
Product deletion
Brand extension
Line extension
Trademark
Organizational buyer
Installation
B2B
Commodity
Peak user pricing
Segmentation pricing
Rate of return pricing
Breakeven point
Inelastic demand
Elastic demand
Pricing objectives
Physical distribution
Tasks of physical distribution
Total cost approach to physical distribution
Scrambled merchandising
Channel captain
Corporate VMS
Contractual VMS
Administered VMS
Manufacturer's agent
Merchant wholesaler
Wheel of retailing theory
CPM
Percentage of sales method
Objective and task approach
Sales promotion (aimed at consumers)
Trade promotion (aimed at wholesalers and retailers)
Direct marketing
Measurable response
Digital advertising
Pay-per-click advertising
Click fraud
Email advertising
Publicity

Cause marketing
Personal selling
Need satisfaction approach
Prepared (canned) sales presentation
AIDA
Order getters
Order takers
Follow up
Prospecting
Backward invention
Management contracting
Licensing
Joint ownership
Dumping
Consequentialism
Behavioral ethics
Moral absolutism
Deontological ethics
Ethical fading