

MARKETING VOCABULARY

BRAND: Particular make of a product.

LABEL: Small piece of paper, cloth etc on a product giving information about it.

PACKAGING: The wrapping or container for a product.

TRADEMARK: Special symbol, design, word etc used to represent a product, brand or company.

SPONSOR: Firm supporting an organisation in return for advertising space and brand recognition.



Presented by: **Dallal Grini**
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POINT OF SALE: The place where a product is actually sold to the public.

LAUNCH: To introduce a new product, with publicity etc

DIGITAL MARKETING: Marketing through digital devices such as computers and smart phones

CONSUMER: The person who buys and uses a product or service

DEVELOP: Creating a new product or improve an existing one

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