

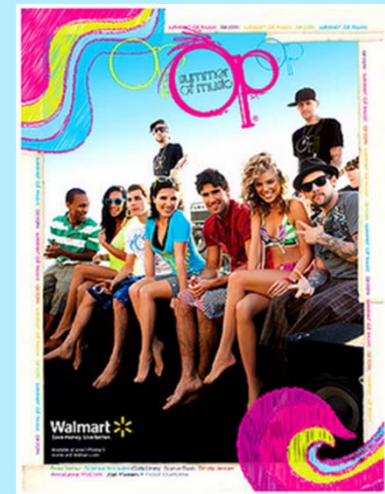
MARKETING A–Z



By: Shelby Schmit
4th Hour

A: ADVERTISEMENT

A public promotion of some product or service.



B: BUSINESS

**A business is a legally
recognized organization
designed to provide goods
and/or services to consumers.**



C: CASH

Money in the form of bills or coins; currency.



D: DECA

**International Association of
marketing students, provides
members and advisors with
development activities.**



E: ENTREPRENEUR

Someone who organizes a business venture and takes the risk for it.



F: FIELD TRIPS

DECA takes many trips to learn more about marketing and businesses.



Photo By Kevin Lo
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G: GOODS

Something that is produced, then traded, bought or sold, and then finally consumed.



H: Happy Customers

Happy customers is a main step in making a successful business because they will recommend you to others and keep coming back.



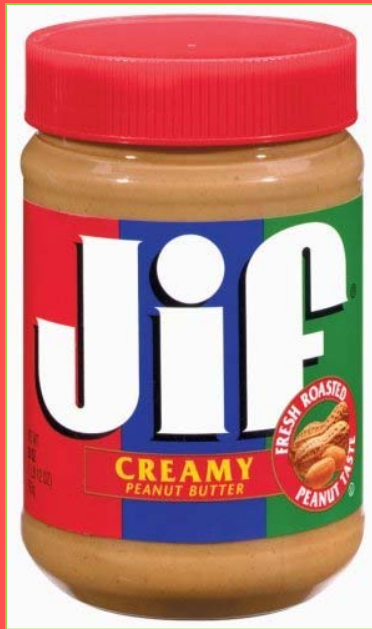
! INTERNET

Internet is a worldwide global network and is a great way to advertise and market products to sale. Ordering can take place on the internet.



J:

JIF Peanut Butter



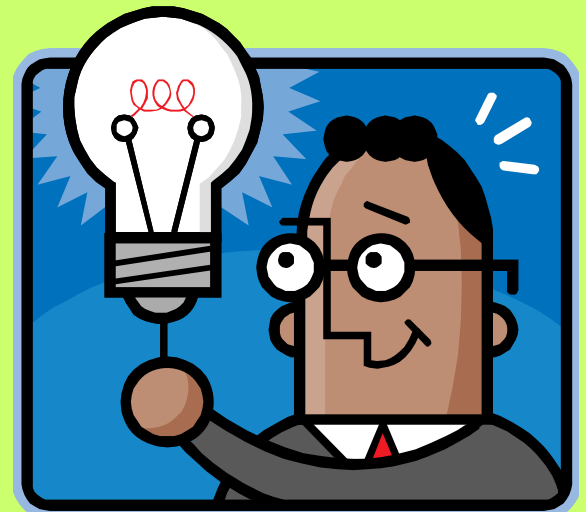
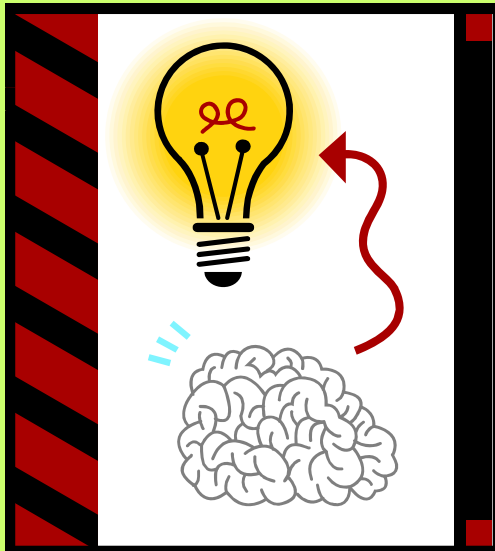
Our school store
sells Jif Peanut
Butter... and I
loooooveeee
peanut butter 😊



K: Knowledge

To start a business, people must be knowledgeable in what they are going into.

You must have a business plan, target market idea, a business philosophy, loans to start, etc.



L: LEARNING

We learn a lot in Marketing class about school store operations, DECA, interviews, business plans, etc. Marketing class is a lot of fun!



M: MONEY



Money is very important every day. The world revolves around money. Our school store is an example of the exchange of money. We buy things to sell to customers to make a profit.

N: Net Income

Gross profit minus operating expenses and taxes.



O: Observation

When someone first starts in the school store, the teacher must first observe their actions to make sure the school store can run properly with a new employee.



P: PADSPEED



We use a program in our Marketing class called Padspeed, this helps us improve our 10 key quickness to advance our speed in the school store.

Q: QUESTIONS

When interviewing for a job, you will be asked many questions such as:

What is your greatest weakness, greatest strength, why should we hire you, why did you leave your last job, etc.

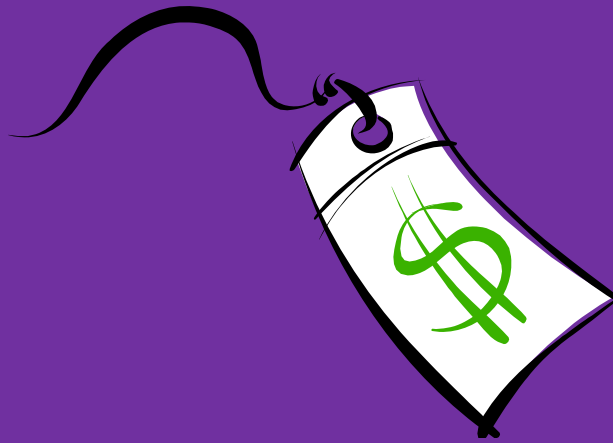


R: Research Process



1. Identify Need
 2. Obtain data
 3. Organize data
 4. Analyze data
 5. Recommend solutions
 6. Implement a plan of action
-

S: Supply & Demand

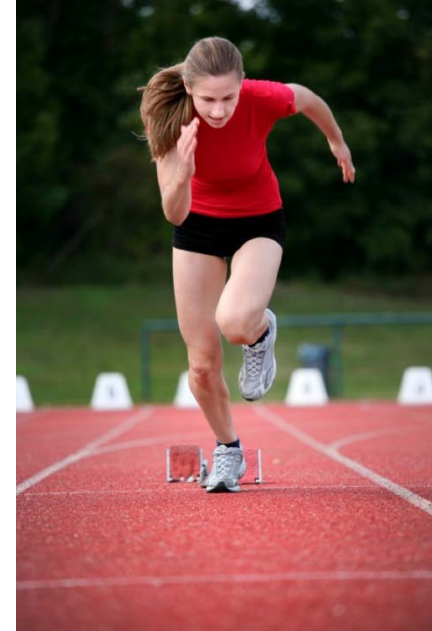


Supply is the amount of goods available at a given price.

Demand is how many customers desire the goods that are in supply.



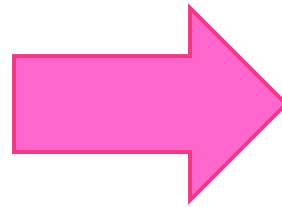
T: Target Market



A particular group of people or companies that you are interested in reaching.



U: Business Plan



Each marketing student this year made a business plan. This included mission statement, executive summary, organization, management and responsibilities, marketing plan, and costs. They also had primary and secondary data. This included surveys.

V: Visual Merchandising

The way a business looks that can attract customers. The business must look neat and proper with good organization so customers will return and spread good word about the business.



This place
was so
clean!



W: Want Slip System

A form used to complete a customer's request of products not in stock.



X: Marketing Mix

A blend of features that satisfies your chosen market. Four elements of the marketing mix include:

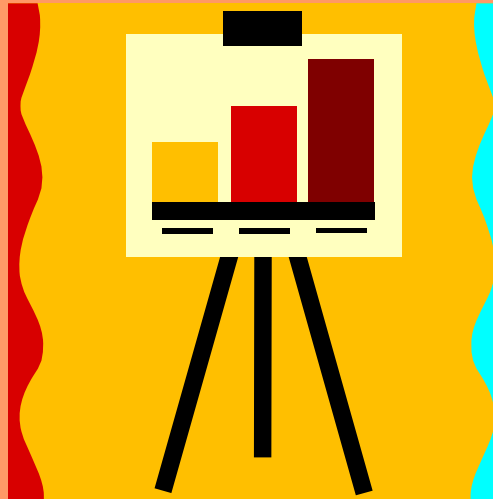


- 1.Product
- 2.Price
- 3.Place
- 4.Promotion



Y: Primary Data

Information collected for the first time to analyze a situation.



Z: AnalyZe

Once you start finding information about a business plan, you must then analyze the data. For example when our class passed out surveys, we then analyzed the data to see if our business idea was a good idea or not.

