

**Module:** English

**Branch:** marketing and banking

**Level:** master one

### **Lecture: Marketing Technical terms**

- ▶ **Branding :** means giving an attractive name, symbol, or identify mark to the product to make it different from others, so that it is known by that name.
- ▶ **Retailing:** means selling goods to public shops.
- ▶ **Standardisation:** refers to the development of standards for production of goods with respect to shape, design, color, and other characteristics.
- ▶ **Grading:** means separating products into different classes on the basis of certain predetermined standards relating to size and quality.
- ▶ **Warehousing:** a large building where large quantities of goods are stored before being sent to shops.
- ▶ **Marketer:** refers to the person who organizes the various marketing activities such as: product planning, pricing, distribution...
- ▶ **Seller:** refers to the person or organization that is directly involved in the process of exchanging goods and services for money.
- ▶ **Consumer:** refers to the person who actually uses the product or service. The consumer can also be the buyer.
- ▶ **Virtual Market:** refers to the interaction between the buyer and seller by using internet.
- ▶ **Customer:** refers usually to the person who takes the buying decision. He can also be the consumer, similarly the buyer may be different from the customer or one can be the customer as well as the buyer.
- ▶ **Wholesale:** refers to buying and selling goods in large quantities.
- ▶ **Storage:** refers to holding and preserving goods from the time of their procurement or production till the time of their sale.
- ▶ **Capital:** is the money that company uses to operate and develop.
- ▶ **Revenues:** are the income received by a company. Eg, oil revenues are vital part of a country's economy.