



JWI 518: Marketing In a Global Environment

Assignment 1: Key Terms and Concepts

The table below lists major terms and concepts used in Assignment 1, the *Campaign Brief*. The key terms and concepts are defined and put into context in relation to their use in this assignment.

Sources:

- Kotler, Kartajaya & Setiawan. (2017). *Marketing 4.0: Moving from Traditional to Digital*. New Jersey: Wiley.
- Clemente, Mark N. (2002). *The Marketing Glossary*. New York: AMACOM

Term	Definition
Campaign	A series of promotional messages featuring a common theme and scheduled to run during a designated period of time. May include advertising, public relations activities, sales promotions, and direct marketing.
Campaign Brief	A document that describes the theme for the campaign, states its goals, and describes how these goals will be accomplished. Some examples of campaign goals are: an increase in awareness, an increase in sales, and/or an increase in acquiring new customers.
Chief Marketing Officer (CMO)	A Chief Marketing Officer (CMO) – also known as a Global Marketing Officer or Marketing Director - is a corporate executive responsible for marketing activities in an organization.
Market Research	Information that relates to a specific marketing opportunity or problem, and the process of collecting, analyzing, and reporting this information.
Key Features	Significant characteristics or attributes that supplement a product's basic or core function. Key features are used by the marketer to advertise extra advantages of the product. For example, if a laptop is thin and lightweight, these are key features that go beyond its basic functionality in attracting purchasers.



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Demographics	The study of a market's composition based on socioeconomic variables, such as age, sex, Occupation, religion, level of education, race, nationality, income, or family size. Demographic information is useful in analyzing consumer behavior because buyer wants, preferences, and product usage patterns often are similar among members of a given demographic category.
Target Audience	The segment of a population to which advertising and other marketing communications are directed. Target audiences are usually defined in terms of geographic, demographic, or psychographic attributes. Marketers study target audiences and their characteristics in order to devise impactful promotional strategies. A company's target audience may include customers, other businesses, partners, and/or non-profit donors.
Segmentation	The division of a target audience into two or more groups - or segments - with distinct needs, wants, and/or demographic characteristics.
Values and Beliefs	These are deeply rooted ethical traits, underlying a person's worldview, which have a significant effect on their purchasing decisions.
Differentiation	Differentiation is used to set a brand apart from the competition. A point of difference - or differentiator - is a key characteristic of a product or service that distinguishes it from similar items offered by other companies.
Value Proposition	A brief statement from a marketer offering a set of benefits that will satisfy one or more needs of the customer. The value proposition should explain the value of the purchase from the buyer's perspective.