

# Glossary

**ad tracking** [N-UNCOUNT-U5] **Ad tracking** is market research that uses indicators like brand preference, brand awareness, and product use to measure the performance of a brand. *śledzenie reklamy, zbieranie danych z kampanii reklamowych*

**advantage** [N-COUNT-U2] An **advantage** is a feature or quality that makes one person or company more likely to do better at something than others. *zaleta, atut*

**advertisement** [N-COUNT-U12] An **advertisement** is a public announcement or notice, usually promoting a product or service. *reklama*

**advertising research** [N-UNCOUNT-U8] **Advertising research** is a focused type of marketing research intended to improve advertising efforts. *badanie reklamy (w celu ulepszenia działań reklamowych)*

**alternative** [N-COUNT-U6] An **alternative** is an available option or choice. *alternatywa, wybór*

**apologize** [V-I-U3] To **apologize** is to express sorrow to someone for doing something wrong. *przepraszać (kogoś za coś)*

**app** [N-COUNT-U14] An **app** is a computer application, often run on a mobile device. *aplikacja*

**assess** [V-T-U8] To **assess** something means to evaluate its quality or its nature. *oceniać, poddawać (coś) ocenie*

**associate** [V-T-U1] To **associate** is to connect one thing or person with another thing or person. *kojarzyć (np. kogoś z czymś)*

**association** [N-UNCOUNT-U8] **Association** is the connection or relation between two things in a person's mind. *skojarzenie, związek ( pomiędzy dwiema rzeczami)*

**athlete** [N-COUNT-U9] An **athlete** is a person who is skilled in physical exercise or sports. *atleta, sportowiec*

**attitude** [N-COUNT-U8] An **attitude** is a way of feeling or thinking about something. *nastawienie, stosunek (do czegoś)*

**banner** [N-COUNT-U14] A **banner** is a type of advertisement that is embedded in a web page and, when clicked, links the user to the advertiser's website. *baner internetowy*

**behavioral** [ADJ-U11] If something is **behavioral**, it relates to one's actions or behavior. *behawioralny*

**billboard** [N-COUNT-U12] A **billboard** is a large outdoor board, often positioned along a highway for visibility, that displays an advertisement. *billboard, plakat reklamowy*

**blog** [N-COUNT-U14] A **blog** is a website on which an individual writer or group of users regularly posts thoughts, opinions, or information, often related to a particular subject. *blog*

**brand** [N-COUNT-U1] A **brand** is a manufacturer's name and image, including its slogan and logo. *marka (produkt)*

**brand awareness** [N-UNCOUNT-U8] **Brand awareness** is a consumer's knowledge of the existence of a particular brand. *świadomość marki*

**brand dilution** [N-UNCOUNT-U1] **Brand dilution** is the overuse of a brand to the point where it does not reach its target market, loses its prestige, or decreases in quality and value. *rozmycie marki (stopniowa utrata jej prestiżu oraz wartości)*

**brand equity** [N-UNCOUNT-U5] **Brand equity** is the measure of how favorably consumers view a particular brand. *wartość marki*

**brand extension** [N-UNCOUNT-U1] **Brand extension** is the process of establishing a new product line under a well-established brand. Generally, the new product line goes into a different category from previous lines within the brand. *rozszerzenie marki*

**brand loyalty** [N-UNCOUNT-U1] **Brand loyalty** is the tendency of a customer to continue purchasing a particular brand. *lojalność wobec marki, przywiązanie klienta do marki*

**branding** [N-UNCOUNT-U1] **Branding** is the creation of a consistent, favorable image of a product and its manufacturer in customers' minds. *branding, kreowanie marki*

**break into** [V-T-U2] To **break into** something is to enter something new, such as a specific industry. *tu: wejść na rynek*

**budget** [N-COUNT-U10] A **budget** is an estimate of income and expenditures for a given period of time. *budżet*

**buyer** [N-COUNT-U4] A **buyer** is a person or company that purchases something. *kupujący, nabywca*

**by accident** [ADV PHRASE-U15] If something happens **by accident**, it happens unintentionally. (*wydarzyć się*) przez przypadek

**campaign** [N-COUNT-U8] A **campaign** is a series of organized activities working toward a particular goal. kampania

**celebrity** [N-COUNT-U9] A **celebrity** is a famous person. znana osoba, celebryta

**collect** [V-T-U6] To **collect** something is to gather it or bring it together. kolekcjonować, zbierać (coś)

**commercial** [N-COUNT-U12] A **commercial** is a televised advertisement. reklama telewizyjna

**competition** [N-UNCOUNT-U2] **Competition** is the efforts or process of two or more companies to perform better than the others. konkurencja, rywalizacja

**competitive advantage** [N-COUNT-U7] A **competitive advantage** is a quality or characteristic that allows a person or a company to perform better than a competing person or company. przewaga nad konkurencją

**competitor** [N-COUNT-U2] A **competitor** is a business that offers the same services or sells the same products as another company. konkurent (firma oferująca takie same produkty, jak inną firmę)

**competitor analysis** [N-UNCOUNT-U7] **Competitor analysis** is the evaluation of the weaknesses and strengths of competitors or possible competitors. analiza konkurencji

**concept testing** [N-UNCOUNT-U5] **Concept testing** measures how accepting consumers are of a particular concept or idea. testowanie koncepcji (np. marketingowej)

**consumer behavior** [N-UNCOUNT-U4] **Consumer behavior** is how a buyer or group of buyers behaves. zachowanie konsumentów

**consumer protection** [N-UNCOUNT-U13] **Consumer protection** is the regulation of the marketplace to assure that companies compete fairly and provide truthful information to the public. ochrona konsumenta

**contract** [N-COUNT-U9] A **contract** is a spoken or written agreement that is legally binding. kontrakt, umowa

**coolhunting** [N-UNCOUNT-U5] **Coolhunting** is the process of attempting to predict changes in popular culture such as movies, music, or youth culture. obserwowanie i przewidywanie nowych tendencji w kulturze popularnej

**copy testing** [N-UNCOUNT-U8] **Copy testing** is a special type of marketing research that uses consumer response to measure an advertisement's effectiveness. testowanie efektywności reklamy na podstawie informacji zwrotnej od konsumentów

**cost leadership** [N-UNCOUNT-U7] **Cost leadership** is having the lowest cost of production in a particular industry. strategia przywództwa kosztowego (posiadanie najniższych kosztów produkcji w danej branży)

**course of action** [N-COUNT-U6] A **course of action** is a way of doing something. sposób postępowania, kierunek działania

**credible** [ADJ-U9] If something is **credible**, it is trustworthy or believable. wiarygodny

**culture** [N-COUNT-U15] A **culture** is the beliefs and behaviors of a particular social group. kultura (danej grupy społecznej)

**custom** [N-COUNT-U15] A **custom** is a way of behaving that is accepted or required within a particular culture. obyczaj

**customer base** [N-COUNT-U3] A **customer base** is the group of people a business sells goods or services to. baza klientów

**customer relations** [N-UNCOUNT-U3] **Customer relations** are the relationships companies develop through interaction with their customers. relacje z klientem

**customer satisfaction research** [N-UNCOUNT-U5] **Customer satisfaction research** is the process of determining how satisfied customers are with a transaction or with a product. badanie satysfakcji klienta

**customer service** [N-UNCOUNT-U3] **Customer service** is the assistance a company provides for its customers. obsługa klienta

**damage** [N-UNCOUNT-U13] **Damage** is harm caused to something that limits its function. szkoda, uszkodzenie

**deceptive** [ADJ-U13] If something is **deceptive**, it gives an impression that is misleading or untrue. mylny, zwodniczy

# Glossary

**DECIDE model** [N-UNCOUNT-U6] The **DECIDE model** uses an acronym to describe the responsibilities of marketing researchers to define the marketing situation, enumerate options, collect information, identify the best option, develop a plan, and evaluate results. **DECIDE model** (opisuje kroki w podejmowaniu trudnych decyzji marketingowych, np. zdefiniowanie sytuacji marketingowej, wyliczenie opcji, zebranie informacji itp.)

**define** [V-T-U6] To **define** something is to describe or explain exactly what it is or what it means. **zdefiniować, określić (coś)**

**demographic** [N-COUNT-U9] A **demographic** is a specific part of the population, categorized by some shared quality. **rynek, segment (populacji)**

**develop** [V-T-U6] To **develop** something is to cause it to mature, grow, or become more elaborate or advanced. **rozwijać (np. produkt)**

**differentiate** [V-I-U1] To **differentiate** is to see the variations between two things. **odróżniać, rozróżniać (dwie rzeczy od siebie)**

**direct mailing** [N-COUNT-U12] A **direct mailing** is a printed advertisement that is sent by post directly to a consumer's home. **reklama bezpośrednia (np. materiały reklamowe dostarczane bezpośrednio do domu potencjalnego klienta)**

**divide** [V-T-U11] To **divide** something is to separate it into parts. **podzielić (coś na części)**

**dynamic** [ADJ-U7] If something is **dynamic**, it is constantly changing or progressing. **dynamiczny**

**economics** [N-UNCOUNT-U4] **Economics** is the study or understanding of how wealth is exchanged, produced, and consumed. **ekonomia (dziedzina nauki)**

**edge** [N-UNCOUNT-U2] An **edge** is a feature or quality that makes one person or company more likely to do better at something than others. **tu: przewaga**

**email list** [N-COUNT-U3] An **email list** is a list of names and email addresses that a person or organization can use to send information to a large amount of people. **lista mailingowa**

**endorsement** [N-COUNT-U9] **Endorsement** is public recommendation or approval of something. **publiczne polecenie lub wyrażenie aprobaty**

**enumerate** [V-T-U6] To **enumerate** something is to list a number of things individually. **wyliczać, wymieniać (coś)**

**ethics** [N-UNCOUNT-U13] **Ethics** is the set of principles that guide a group's or person's actions. **etyka**

**evaluate** [V-T-U6] To **evaluate** something is to determine its characteristics or its value. **ocenić (coś)**

**expectation** [N-COUNT-U15] An **expectation** is a strong belief that a particular event will occur. **nadzieja, oczekiwanie**

**eye tracking** [N-UNCOUNT-U5] **Eye tracking** is the evaluation of visual media, such as web content or television advertisements, by observing the visual activity of consumers. **test sprawdzający zainteresowanie reklamą**

**factor** [N-COUNT-U6] A **factor** is a consideration, fact, or circumstance that influences the outcome of something. **czynnik**

**fame** [N-UNCOUNT-U9] **Fame** is being known widely, particularly for one's achievements. **sława**

**familiar with** [ADJ-U1] If a person is **familiar with** something, he or she has seen it before and has knowledge of it. **(o kimś) zaznajomiony, obeznany (z czymś)**

**famous** [ADJ-U9] If someone or something is **famous**, they are widely known. **sławny**

**feedback** [N-UNCOUNT-U8] **Feedback** is a response to something. **reakcja, informacja zwrotna**

**focus group** [N-COUNT-U5] A **focus group** is a small group of consumers who represent a target demographic and who are consulted about their responses to a product or service. **grupa fokusowa**

**foreign** [ADJ-U15] If something is **foreign**, it comes from a country, culture, or language other than one's own. **obcy, zagraniczny**

**gaffe** [N-COUNT-U15] A **gaffe** is an accidental or unintentional statement or action that causes embarrassment. **gafa**

**geographic** [ADJ-U11] If something is **geographic**, it is related to the Earth's physical features. **geograficzny**

**gesture** [N-COUNT-U15] A **gesture** is a bodily movement used to express something. **gest**

**herd behavior** [N-UNCOUNT-U4] **Herd behavior** is the tendency of consumers to follow the example of other consumers and purchase products or services known to be popular. *zachowanie stadne (tendencja konsumentów do kupowania produktów, które są popularne i często wybierane przez innych)*

**holiday** [N-COUNT-U11] A **holiday** is a day when people celebrate and do not work. *święto, dzień wolny od pracy*

**honesty** [N-UNCOUNT-U13] **Honesty** is the quality of truthfulness or sincerity. *uczciwość, szczerość*

**identify** [V-T-U6] To **identify** something is to distinguish it from or recognize it among other things. *rozpoznawać (coś)*

**identity** [N-COUNT-U1] An **identity** is all the essential characteristics of something that show what it is and how it is different from other things. *tożsamość*

**impact** [N-COUNT-U13] An **impact** is an effect or influence. *wpływ*

**industry** [N-COUNT-U10] An **industry** is a particular area or branch of commercial or economic activity. *branża*

**influence** [V-T-U4] To **influence** something is to affect its behavior. *wywierać wpływ, oddziaływać (na coś)*

**infomercial** [N-COUNT-U12] An **infomercial** is a long-form televised commercial that provides detailed information about a particular product. *reklama informacyjna (typ reklamy promującej produkt i zawierającej szczegółowe informacje o nim)*

**information search** [N-COUNT-U4] An **information search** is the act of gathering facts about a product in order to make a purchase decision. *wyszukiwanie informacji (o danym produkcie przed jego zakupem)*

**intermediary** [N-COUNT-U10] An **intermediary** is a person who establishes contact between two people, often to bring reconciliation or establish an exchange. *mediator, pośrednik*

**internal** [ADJ-U10] If something is **internal**, it is inside of something. *wewnętrzny*

**international** [ADJ-U15] If something is **international**, it is related to more than one nation. *międzynarodowy*

**Internet** [N-UNCOUNT-U12] The **Internet** is an international network of computers that allows the user to communicate and exchange information. *internet*

**lawsuit** [N-COUNT-U13] A **lawsuit** is a dispute or a claim that is brought before a court for resolution. *proces sądowy*

**leader** [N-COUNT-U2] A **leader** is a company that performs better than all others in the same industry. *lider (firma, która prosperuje lepiej niż pozostałe firmy w branży)*

**likelihood** [N-COUNT-U1] A **likelihood** is a chance that something will happen. *prawdopodobieństwo*

**local** [ADJ-U11] If something is **local**, it relates to a specific neighborhood or area. *lokalny*

**loyalty** [N-UNCOUNT-U3] **Loyalty** is reoccurring support that a person gives to someone or something when he or she feels positive feelings for it. *lojalność*

**luxury item** [N-COUNT-U11] A **luxury item** is an item that is not necessary, the purchase of which increases as consumers become more wealthy. *towar luksusowy*

**macro environment** [N-COUNT-U10] A **macro environment** is the set of widely influential economic and social factors that affect a company's micro environment. *makrootoczenie*

**magazine** [N-COUNT-U12] A **magazine** is a periodical publication, often focused on a particular subject. *czasopismo, magazyn*

**mailing list** [N-COUNT-U14] A **mailing list** is the record of the names and contact information of the people to whom materials are sent, either through postal or electronic mail. *lista mailingowa*

**market dominance** [N-UNCOUNT-U7] **Market dominance** is the strength of a service, company, or product compared to others in the same market. *dominująca pozycja na rynku*

**market exclusion** [N-UNCOUNT-U13] A **market exclusion** is the omission of particular consumers from the market, often driven by prejudice or bias. *wykluczenie rynkowe (pominiecie niektórych klientów, często spowodowane uprzedzeniami danej firmy)*

**market segmentation** [N-UNCOUNT-U7] **Market segmentation** is dividing a target market into smaller markets and targeting product design and advertisements at the specific needs of those smaller markets. *segmentacja rynku*

# Glossary

**marketing environment** [N-COUNT-U10] A **marketing environment** is the entire set of forces and factors that determine a company's capability for relating successfully with its customers. **środowisko marketingowe, otoczenie marketingowe**

**marketing plan** [N-COUNT-U7] A **marketing plan** is a document that explains in detail a strategy for accomplishing a particular marketing goal. **plan marketingowy**

**marketing research** [N-UNCOUNT-U5] **Marketing research** is gathering information about how most effectively to market a particular product to consumers. **badanie marketingowe**

**media** [N-COUNT-U12] **Media** are the various methods of mass communication. **media (telewizja, radio, prasa, internet itd.)**

**meso environment** [N-COUNT-U10] A **meso environment** consists of the industry and industry market within which a firm or company operates. **mezootoczenie**

**meta tag** [N-COUNT-U14] A **meta tag** is a piece of information about a webpage, such as who created it or when it was created, that is not displayed on the webpage but is often used by search engines to classify the page. **meta tag, meta znacznik**

**micro environment** [N-COUNT-U10] A **micro environment** is the set of economic and other factors that are near or directly connected to the company and affect its capability for serving its customers. **mikrootoczenie**

**minor player** [N-COUNT-U2] A **minor player** is a company that performs at a lower level than other similar companies. Its activities are unlikely to hurt other company's business interests. **firma, która nie stanowi konkurencji dla innych firm w branży**

**mission** [N-COUNT-U7] A **mission** is a person's or company's primary goal or purpose. **misja (cel działania)**

**misunderstanding** [N-COUNT-U15] A **misunderstanding** is a failure to understand something, often causing a disagreement between two people. **nieporozumienie**

**mobile device** [N-COUNT-U14] A **mobile device** is a handheld machine, like a smartphone or tablet, that provides internet access. **urządzenie przenośne**

**monopoly** [N-COUNT-U2] A **monopoly** is a business condition in which one company dominates an industry or business sector. **monopol**

**motivation** [N-COUNT-U4] A **motivation** is a reason for doing something. **motywacja**

**mystery shopper** [N-COUNT-U5] A **mystery shopper** is a person who works for a marketing research firm to gather information by reporting on their experience shopping for and/or purchasing a product or service. **tajemniczy klient**

**national** [ADJ-U10] If something is **national**, it relates to a nation as a whole. **narodowy**

**negative** [ADJ-U3] If something is **negative**, it is bad or unpleasant. **negatywny, zły, nieprzyjemny**

**niche** [N-COUNT-U11] A **niche** is a very specific part of a particular market. **nisza**

**nonverbal** [ADJ-U15] If something is **nonverbal**, it does not involve language or speech. **pozawerbalny**

**occasion** [N-COUNT-U11] An **occasion** is a particular event, often a special or meaningful event. **okazja, wydarzenie**

**offend** [V-T-U15] To **offend** someone is to cause them to feel upset, displeased, resentful, or annoyed. **obrazić, urazić (kogoś)**

**offensive** [ADJ-U15] If something is **offensive**, it causes displeasure, outrage, or resentment. **obraźliwy**

**online panel** [N-COUNT-U5] An **online panel** is a group of people who agree to respond online to marketing research questions. **grupa uczestników internetowego badania marketingowego, którzy zgodzili się wziąć w nim udział**

**online retailer** [N-COUNT-U14] An **online retailer** is a seller who sells goods or products online directly to consumers. **sprzedawca internetowy**

**opportunity** [N-COUNT-U6] An **opportunity** is a chance to do something. **okazja, możliwość (aby coś zrobić)**

**optimization** [N-UNCOUNT-U14] **Optimization** is causing something to perform to its best capabilities. **optymalizacja**

**outcome** [N-COUNT-U6] An **outcome** is a result. **tu: rezultat, wynik**

**outlet** [N-COUNT-U12] An **outlet** is a way something is released. **punkt sprzedaży**

**payer** [N-COUNT-U4] A **payer** is a person or company that pays for something. **płatnik**

**perception** [N-UNCOUNT-U8] **Perception** is awareness of something. **spostrzeżenie, wyobrażenie**

**pop-up** [N-COUNT-U14] A **pop-up** is a web advertisement used to draw web traffic to a website or to capture a user's email address; it usually opens in a new browser window. **pop-up (wyskakujące okienko)**

**Porter generic strategies** [N-UNCOUNT-U7] **Porter generic strategies** are marketing strategies that focus on a company's product differentiation and low-cost leadership, either with a broad or narrow focus. **strategie przewagi konkurencyjnej (opracowane przez Portera)**

**positioning** [N-UNCOUNT-U5] **Positioning** refers to how consumers perceive a product in relation to similar products. **pozycjonowanie (produkту w porównaniu z innymi)**

**positive** [ADJ-U3] If something is **positive**, it is good or pleasant. **pozytywny, dobry**

**positive market segmentation** [N-COUNT-U11] **Positive market segmentation** is dividing a market into smaller groups with specific needs and then appealing to the needs of each smaller group. **segmentacja rynku (podział na mniejsze grupy ze względu na konkretne potrzeby, a następnie odnoszenie się do potrzeb każdej z grup)**

**post-purchase evaluation** [N-COUNT-U4] A **post-purchase evaluation** is the consideration of the worth or usefulness of a product made after buying the product. **ewaluacja pozakupowa**

**post-testing** [N-UNCOUNT-U8] **Post-testing** is the evaluation of an advertisement's performance after it has been run. **analiza kampanii reklamowej lub produktu po wypuszczeniu na rynek**

**prefer** [V-T-U1] To **prefer** something is to like it more than another thing. **woleć (coś od czegoś innego)**

**press** [N-UNCOUNT-U3] **Press** is coverage of an event by media outlets. **relacja (poprzez środki masowego przekazu)**

**price discrimination** [N-UNCOUNT-U11] **Price discrimination** is the sale of services or goods to different consumers at different prices. **różnicowanie cen (sprzedaż danej usługi lub produktu w różnej cenie, w zależności od profilu klienta)**

**primary research** [N-UNCOUNT-U5] **Primary research** is original research conducted to serve the specific purposes of the researcher. **badanie podstawowe**

**prime time** [N-UNCOUNT-U12] **Prime time** consists of the hours when the audience for a broadcast is expected to be largest. **szczyt oglądalności, najkorzystniejszy czas na reklamę**

**priority** [N-COUNT-U13] A **priority** is something considered more important than another thing. **priorytet**

**privacy** [N-UNCOUNT-U13] **Privacy** is being away from public observation or being undisturbed by other people. **prywatność**

**product differentiation** [N-UNCOUNT-U7] **Product differentiation** is the process of distinguishing a product from similar products. **różnicowanie produktu**

**product placement** [N-UNCOUNT-U12] **Product placement** is paying for a product to be featured in an unrelated program, such as a film or television show. **lokowanie produktu**

**psychographic** [ADJ-U11] If something is **psychographic**, it combines demographic information and psychology to understand consumer decisions. **psychograficzny (łączący informacje demograficzne i psychologię w celu zrozumienia decyzji konsumentów)**

**psychology** [N-UNCOUNT-U4] **Psychology** is a person's or group's attitudes or mental attributes. **psychologia**

**purchase decision** [N-COUNT-U4] A **purchase decision** is the choice to buy a particular product, often made after an information search or other considerations. **decyzja o zakupie**

**put before** [V PHRASE-T-U13] To **put** something **before** something else is to consider it more important or to take action on it first. **przekładać (coś nad coś)**

**radio** [N-COUNT-U12] A **radio** is a device for listening to audio broadcasts released over radio waves. **radio**

**reach** [N-UNCOUNT-U9] **Reach** is the range of action or influence. **zasięg**

# Glossary

- real-time** [N-UNCOUNT-U14] **Real-time** is the actual time during which something occurs. *czas rzeczywisty*
- recognizable** [ADJ-U9] If something is **recognizable**, it is identifiable because of previous knowledge or encounters. *rozpoznawalny*
- recognize** [V-T-U1] To **recognize** something is to be able to identify it because you have previously acquired knowledge of it. *rozpoznawać (kogoś lub coś)*
- recommendation** [N-COUNT-U3] A **recommendation** is an idea or plan that is offered for consideration. *polecenie, rekommendacja*
- rectify** [V-T-U3] To **rectify** a problem is to correct it. *rozwijać (problem)*
- region** [N-COUNT-U11] A **region** is an area defined by certain characteristics. *region*
- regulation** [N-UNCOUNT-U10] **Regulation** is the making of rules or laws in order to impose certain limits on something. *regulacja (prawna)*
- respectful** [ADJ-U15] If someone or something is **respectful**, it demonstrates deference or regard. *pełen szacunku, pełen uznania*
- restriction** [N-COUNT-U10] A **restriction** is a condition or measure, often legal, that limits something. *ograniczenie, restrykcja*
- role** [N-COUNT-U4] A **role** is the function performed by or expected of a person or thing. *rola, funkcja*
- satisfaction** [N-UNCOUNT-U3] **Satisfaction** is the feeling of pleasure that someone gets when they get something they want. *satisfakcja*
- search engine** [N-COUNT-U14] A **search engine** is a program used to retrieve files, information, or documents from a network, usually from the internet. *wyszukiwarka internetowa*
- secondary research** [N-UNCOUNT-U5] **Secondary research** is previously conducted research that can be adapted to suit the researcher's purposes. *badanie wtórne*
- selective perception process** [N-UNCOUNT-U4] The **selective perception process** is the act of filtering out information that is not pertinent to one's life or conflicts with one's values or goals. *proces selektywnej percepcji*
- sex appeal** [N-UNCOUNT-U13] **Sex appeal** is sexual attractiveness, used in advertisement to draw consumers' attention. *seksapil*
- share** [N-COUNT-U7] A **share** of a market is the part of a product market controlled by a particular company. *udział w rynku*
- social media** [N-COUNT-U14] **Social media** are types of media used for social interaction that allow users to upload content and connect with other users. *media społecznościowe*
- social responsibility** [N-UNCOUNT-U13] **Social responsibility** is the obligation of a person or company to act in a way that benefits the society of which they are a part. *odpowiedzialność społeczna*
- society** [N-COUNT-U10] A **society** is a group of people that lives together in a community. *społeczeństwo*
- spam** [N-UNCOUNT-U14] **Spam** is disruptive, unwanted email communication, often sent to mass amounts of people. *spam*
- sponsor** [N-COUNT-U9] A **sponsor** is a company, organization, or person that provides funding or other support for another person's or organization's activity. *sponsor*
- star power** [N-UNCOUNT-U9] **Star power** is the influence that celebrities have over others. *moc gwiazdy (wpływ celebrytów na innych ludzi)*
- startup** [N-COUNT-U2] An **startup** is a new company, often one that is becoming successful very quickly. *start-up*
- stereotype** [N-COUNT-U13] A **stereotype** is an assumption or oversimplified belief about a particular type of person or group of people. *stereotyp*
- strategy** [N-COUNT-U7] A **strategy** is a plan for achieving a particular goal. *strategia*

**study** [N-COUNT-U4] A **study** is an analysis of or investigation into a particular subject or situation. **badanie, analiza**

**subset** [N-COUNT-U11] A **subset** is a smaller group distinguished from among a larger group. **podzbiór**

**supply** [V-T-U10] To **supply** something is to provide it. **dostarczać (coś), zaopatrywać (kogoś w coś)**

**survey** [N-COUNT-U5] A **survey** is a set of questions used to gather information from individual respondents. **ankieta**

**target audience** [N-COUNT-U8] A **target audience** is the specific group of people at which something, often an advertisement, is aimed. **docelowa grupa odbiorców**

**target market** [N-COUNT-U7] A **target market** is the particular group of consumers to which a product is marketed. **rynek docelowy**

**technology** [N-COUNT-U14] **Technology** is the practical use of scientific knowledge. **technologia**

**television** [N-COUNT-U12] A **television** is a device for watching and listening to visual and audio broadcasts on a screen. **telewizja**

**test marketing** [N-UNCOUNT-U5] **Test marketing** is the small-scale release of a product or service to determine how the market will respond. **testowanie rynku, marketing testowy**

**threat** [N-COUNT-U2] A **threat** is something that can hurt another thing. **zagrożenie**

**tracking study** [N-COUNT-U8] A **tracking study** provides continuous evaluation of a brand's performance. **badanie trackingowe (dostarcza ciągłej oceny wyników danej marki)**

**transform** [V-T-U2] To **transform** is to change something completely, often in an effort to improve it. **przekształcić, transformować (coś)**

**translation** [N-COUNT-U15] **Translation** is the act of converting language or a text from one language to another. **tłumaczenie, przekład**

**uncontrollable** [ADJ-U6] If something is **uncontrollable**, it is outside of one's influence or management. **niepohamowany, niepowstrzymany**

**unethical** [ADJ-U13] If something is **unethical**, it does not meet approved standards of professional or social behavior. **nieetyczny**

**user** [N-COUNT-U4] A **user** is someone or something that utilizes a product. **użytkownik**

**viral** [ADJ-U3] If something goes **viral**, it is spread very quickly by individuals on the Internet. **wirusowy (bardzo szybko rozprowadzający się w internecie)**

**web analytics** [N-UNCOUNT-U8] **Web analytics** is the analysis of web activity, often for the purpose of improving marketing. **badania analityczne strony internetowej, badanie statystyczne strony internetowej**

**web traffic** [N-UNCOUNT-U14] **Web traffic** is the amount of data a website's visitors send and receive. **liczba osób przeglądających stronę internetową**

**word-of-mouth** [ADJ-U3] If information is **word-of-mouth**, it is shared between people through speech. **(o informacji) przekazana ustnie**