≡ Item Navigation

Glossary terms from week 1

Terms and definitions from Course 1, Week 1

Agency: An outside partner that fulfills a company's digital marketing and advertising needs

Business-to-business (B2B): Refers to when businesses sell products or services to other businesses (when businesses purchase from each other)

Business-to-consumer (B2C): Refers to when businesses sell products or services to consumers (when consumers purchase from businesses)

Consumer-to-business (C2B): Refers to when individuals (consumers) sell products or services to businesses (when businesses purchase from consumers)

Consumer-to-consumer (C2C): Refers to when individuals (consumers) sell products or services to other consumers (when consumers purchase from each other)

Digital channel: Any communication method or platform a business can use to reach their target audience online

Digital marketing: The practice of reaching consumers online through digital channels with the aim of turning them into customers

E-commerce: The buying and selling of goods or services using the internet

Engagement marketing: (refer to experiential marketing)

Experiential marketing: The process of encouraging consumers to not only purchase a brand or product, but to experience it

Influencer marketing: The process of enlisting influential people to endorse or mention a brand or product to their followers on social media

In-house: Within a single company

Social media marketing: The process of creating content for different social media platforms to drive engagement and promote a business or product

Transferable skills: Skills from other areas that can help someone progress a career in marketing

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