



4.2 Marketing planning

Terminology exercise

Check that you understand the terminology used in this subtopic by dragging the correct word into each space.

To create a _____ plan means to create a document that outlines the marketing process.

To _____ the product appropriately, it helps to _____ the market based on geographic, psychographic or demographic characteristics. Businesses need to be aware that _____ a product to the incorrect segment would likely result in failure.

The large retail store H&M provides an example of a business selling _____ products, where there is little _____.

Custom made jewellery, on the other hand, could be an example of a _____, where products are highly differentiated and often offer a _____ point.

targeting

niche market

differentiation

mass market

position

unique selling

marketing

segment

✓ Check

