Afkortingen

# Promotie

PR = public relations

AE = account executive

B2C = business to consumer

B2B = business to business

KT verkopen = korte termijn verkopen

MA verkopen = middel termijn verkopen

LT verkopen = lange termijn verkopen

POS = Point of sales

POP = point of purchase

# Syllabus deel 1

AD = art director

PLC = product life cycle: productlevenscyclus

AE = account executive

STP = segmentering, targeting, positioning

CPM = cost per mille = de prijs die adverteerders betalen voor 1.000 vertoningen van hun advertenties

ROI = return in investment

MA% = marktaandeel

TOM(A) = top of mind (awareness)

SBA = spontaneous brand awareness

ABA = aided brand awareness

RE = Reading ease

# Syllabus deel 2

SOV = Share of voice

TOV = Tone of voice

OOH = out-of-home

USP = unique selling proposition

ESP = emotional selling proposition

CIM = centrum voor informaties over de media

TGM = target group monitor

CDJ = consumer decision journey

ES = establishment survey

PIGE MDB = media database

OTS = opportunity to see

OTH = opportunity to hear

GRP = gross rating point

AIO = Activities, interesses, opinions

# Syllabus deel 3

MOF = More O’Ferrall

DAR = Day after recall

JEP = De jury voor Esthetische praktijken

IKK-code = internationale kamer van koophandel code

BAM = Belgian association of marketing

# Haystack

AIDA = Awareness, interest, desire, action

ACCA = awareness, comprehension, conviction, action

KPI = key performance indicator

GSR = galvanic skin response

# Clearchannel

(D)OOH = (digital) out of home

FMCG = fast moving consumer goods