Afkortingen

# Promotie

PR = public relations

AE = account executive

B2C = business to consumer

B2B = business to business

KT verkopen = korte termijn verkopen

MA LT verkopen = midden en lange termijn verkopen

POS/POP materiaal = Point of sales/point of purchase material

# 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

PLC = product life cycle

# Syllabus deel 2

SOV = Share of voice

TOV = Tone of voice

OOH belastingen = out-of-home belastingen

SBA = spontaneous brand awareness

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

GRP = gross rating point

# Syllabus deel 3

MOF = More O’Ferrall

DAR = Day after recall

JEP = De jury voor Esthetische praktijken inzake reclame

IKK-code = code van de internationale kamer van koophandel

BAM = Belgian association of marketing

# Haystack

AIDA = Awareness, interest, desire, action

ACCA = awareness, comprehension, conviction, action

KPI = key perforamance indicator

GSR = galvanic skin response