High School Marketing Plan Performance-Based Assessment Marketing Terms

- Product-market situation
- Situation analysis
- Competitor analysis
- Competitive position
- Segmentation
- SWOT analysis
- Internal performance measure
- External performance measure
- Channel of distribution
- Products life cycle
- Family branding
- Promotion mix
- Marketing research
- Market-share analysis
- Operating expenses
- Product mix
- Market segmentation
- Environmental scans
- Marketing mix strategies
- Demographic trends
- Distributions