**Topic 2.2 Making marketing decisions – Key Terms**

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| **Key Term** | **Definition** |
| Marketing mix |  |
| Aesthetics |  |
| Viable |  |
| Product portfolio |  |
| Economies of scale |  |
| Maximise |  |
| Unique selling point |  |
| Mass market |  |
| Generic |  |
| Niche market |  |
| Discontinued |  |
| Medium |  |
| Sales promotion |  |
| Stock |  |
| Pressure group |  |
| Viral advertising |  |
| E-commerce |  |
| M-commerce |  |
| Retailing |  |
| E-tailing |  |
| Markup |  |
| Third-party platform |  |
| Integrated marketing mix |  |
| Patent |  |