

Marketing

IGCSE Business Studies · Vocabulary

English	中文	Pinyin
marketing	营销	yíng xiāo
customers	顾客	gù kè
sales	销售额	xiāo shòu é
market share	市场份额	shì chǎng fèn é
customer loyalty	顾客忠诚度	gù kè zhōng chéng dù
advertising	广告	guǎng gào
market	市场	shì chǎng
niche market	利基市场	lì jī shì chǎng
mass market	大众市场	dà zhòng shì chǎng
market segmentation	市场细分	shì chǎng xì fēn
market research	市场调研	shì chǎng diào yán
primary research	一手调研	yī shǒu diào yán
questionnaires	问卷	wèn juǎn
secondary research	二手调研	èr shǒu diào yán
sampling	抽样	chōu yàng
data	数据	shù jù
marketing mix	营销组合	yíng xiāo zǔ hé
product	产品	chǎn pǐn
product life cycle	产品生命周期	chǎn pǐn shēng mìng zhōu qī
extension strategy	延长策略	yán cháng cè lüè
brand	品牌	pǐn pái
packaging	包装	bāo zhuāng
price	价格	jià gé
cost-plus pricing	成本加成定价	chéng běn jiā chéng dìng jià
penetration pricing	渗透定价	shèn tòu dìng jià
price skimming	撇脂定价	piē zhī dìng jià
competitive pricing	竞争定价	jìng zhēng dìng jià
promotional pricing	促销定价	cù xiāo dìng jià
dynamic pricing	动态定价	dòng tài dìng jià
place	地点	dì diǎn
channel of distribution	分销渠道	fēn xiāo qú dào
wholesaler	批发商	pī fā shāng
retailer	零售商	líng shòu shāng
direct selling	直销	zhí xiāo
e-commerce	电子商务	diàn zi shāng wù
promotion (marketing)	推广	tuī guǎng
sales promotion	促销	cù xiāo
internet	互联网	hù lián wǎng
social media	社交媒体	shè jiāo méi tǐ
marketing strategy	营销策略	yíng xiāo cè lüè
objectives	目标	mù biāo
legal controls	法律管制	fǎ lǜ guǎn zhì

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consumer protection	消费者保护	xiāo fèi zhě bǎo hù
misleading	误导	wù dǎo
international market	国际市场	guó jì shì chǎng
tariffs	关税	guān shuì
competition	竞争	jìng zhēng