

Marketing (A Level)

A-Level Business · Vocabulary

English	中文	Pinyin
≡ marketing analysis	营销分析	yíng xiāo fēn xī
↗ sales forecasting	销售预测	xiāo shòu yù cè
⤴ time-series analysis	时间序列分析	shí jiān xù liè fēn xī
↗ trend	趋势	qū shì
📊 seasonal variation	季节性波动	jì jié xìng bō dòng
÷ moving average	移动平均	yí dòng píng jūn
↗ extrapolation	外推	wài tuī
↗ correlation	相关性	xiāng guān xìng
↗ positive correlation	正相关	zhèng xiāng guān
↘ negative correlation	负相关	fù xiāng guān
↔ elasticity	弹性	tán xìng
↑ price elasticity of demand	需求价格弹性	xū qiú jià gé tán xìng
↔ price elastic	富有弹性	fù yǒu tán xìng
⏏ price inelastic	缺乏弹性	quē fá tán xìng
↑ income elasticity of demand	需求收入弹性	xū qiú shōu rù tán xìng
↔ cross elasticity of demand	需求交叉弹性	xū qiú jiāo chā tán xìng
📌 marketing strategy	营销战略	yíng xiāo zhàn lüè
📅 marketing planning	营销规划	yíng xiāo guī huà
📊 Ansoff's matrix	安索夫矩阵	ān suǒ fū jǔ zhèn
📍 market penetration	市场渗透	shì chǎng shèn tòu
📦 product development	产品开发	chǎn pǐn kāi fā
📍 market development	市场开发	shì chǎng kāi fā
📊 diversification	多元化	duō yuán huà
📊 product portfolio analysis	产品组合分析	chǎn pǐn zǔ hé fēn xī

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⊕ globalisation	全球化	quán qiú huà
🚚 exporting	出口	chū kǒu
🤝 joint venture	合资企业	hé zī qǐ yè
🇨🇳 localisation	本地化	běn dì huà