

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

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↓ 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
🛡️ 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