

FINAL KEY TERMS

Price, barter, value, value-pricing, profit, market share, competition, oligopoly, monopoly, monopolistic competition, demand curve, average revenue, total revenue, marginal revenue, elasticity, skimming strategy, penetration pricing, cost-plus pricing, price war, discounts and allowances, cash discounts, FOB, wholesaler, retailer, distributors, internet marketing channels, tying arrangement, logistics, reverse logistics, corporate chain, franchise, full service retailers, atmosphere, brokers, 4Ps, integrated marketing communications, communication, communication - source, advertising, public relations, direct marketing, product life cycle, push and pull channel strategy, comparative advertisement, reminder - advertisement, advertisement - frequency, forgetting rate, full service advertising agency, news release, in house advertising agency, personal selling, relationship selling, follow-up, three types of prospects, salary and commission compensation, sales quota.