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| Chapter 7 vocabulary words | Chapter 7 vocabulary words |  |
| A la carte menu  Advertising  Average check method  California menu  Community relations  Contemporary marketing mix  Cyclical menu  Demographic segmentation  Demographics  Direct mail  Dogs  Experimental method  Fixed menus  Focus group  Geographic segmentation  Lifestyle segmentation  Limited menu  Market segmentation  Market  Marketing mix  Marketing plan  Marketing  Menu mix percentage  Observational method  Personal selling  Plow horses  Point-of-purchase materials  Presentation mix  Press release  Prix fixe menu  Product usage  Product-service mix  Public relations  Puzzles  Sales mix analysis  Sampling  Stars  Straight markup pricing  Table d’hote  Target marketing | A la carte menu  Advertising  Average check method  California menu  Community relations  Contemporary marketing mix  Cyclical menu  Demographic segmentation  Demographics  Direct mail  Dogs  Experimental method  Fixed menus  Focus group  Geographic segmentation  Lifestyle segmentation  Limited menu  Market segmentation  Market  Marketing mix  Marketing plan  Marketing  Menu mix percentage  Observational method  Personal selling  Plow horses  Point-of-purchase materials  Presentation mix  Press release  Prix fixe menu  Product usage  Product-service mix  Public relations  Puzzles  Sales mix analysis  Sampling  Stars  Straight markup pricing  Table d’hote  Target marketing |  |