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| Chapter 7 vocabulary words | Chapter 7 vocabulary words |  |
| A la carte menuAdvertisingAverage check methodCalifornia menuCommunity relationsContemporary marketing mixCyclical menuDemographic segmentationDemographicsDirect mailDogsExperimental methodFixed menusFocus groupGeographic segmentationLifestyle segmentationLimited menuMarket segmentationMarketMarketing mixMarketing planMarketingMenu mix percentageObservational methodPersonal sellingPlow horsesPoint-of-purchase materialsPresentation mixPress releasePrix fixe menuProduct usageProduct-service mixPublic relationsPuzzlesSales mix analysisSamplingStarsStraight markup pricingTable d’hoteTarget marketing | A la carte menuAdvertisingAverage check methodCalifornia menuCommunity relationsContemporary marketing mixCyclical menuDemographic segmentationDemographicsDirect mailDogsExperimental methodFixed menusFocus groupGeographic segmentationLifestyle segmentationLimited menuMarket segmentationMarketMarketing mixMarketing planMarketingMenu mix percentageObservational methodPersonal sellingPlow horsesPoint-of-purchase materialsPresentation mixPress releasePrix fixe menuProduct usageProduct-service mixPublic relationsPuzzlesSales mix analysisSamplingStarsStraight markup pricingTable d’hoteTarget marketing |  |