

COMMON LANGUAGE MARKETING DICTIONARY TOP TOPICS FROM LAST SIX MONTHS

Dr. John Gaski
University of Notre Dame

Erich Decker-Hoppen
MASB Director of Communication

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New York



Marketing Accountability Standards Board
of the Marketing Accountability Foundation

CMD Project

Project	Common Language Marketing Dictionary (Farris & Gaski)	Strategy Industry Association MASB members to sponsor as part of membership, endorse & direct constituencies to CMD. Academic members to include CMD in syllabi.
Issue Addressed	Lack of agreed upon terminology hinders accountability	
Project Objective	Eliminate ambiguity in terminology between functions within and across firms	
Expected Outcome	Industry Association endorsed definitions to encourage trust and collaboration	
When	Ongoing	

The CMD Endorsers

AM>

ANA

MSI

Walk Through of the Dictionary



common language
MARKETING DICTIONARY

a project of the Marketing Accountability Standards Board

IN COLLABORATION WITH
AMA ANA MSI

A B C D E F G H I J K L M N O P Q R S T U V WXYZ

Common Language Marketing Dictionary

Search

ABBREVIATIONS

ORGANIZATIONS

REGULATIONS

Marketing Term of the Week

Put Your Knowledge to the Test!

Get MTOW by Email

PROJECT TEAM

3-Minute Site Tour



Marketing Terms Defined by the Authorities

MASB, the Marketing Accountability Standards Board, is proud to present the Common Language Marketing Dictionary, a free educational resource for students, educators and marketing practitioners. Designed to eliminate ambiguity and improve business communication, the dictionary has more than **1,800 marketing terms and definitions** and is regularly updated.

To explore this website's many useful features, take the **3-MINUTE SITE TOUR!** (see sidebar)

Your input is welcome!

What makes this resource special is a dedicated team of marketing academics and practitioners actively working to expand and improve it. The Common Language in Marketing Project Team meets monthly to consider and select proposed new terms – and your input is welcome! Definitions are researched and drafted by MASB staff and then reviewed, edited and approved by the team.

To comment on existing terms or propose new ones, email dictionary@themasb.org.

Common Language in Marketing

A significant hurdle in the drive toward marketing accountability has been the lack of agreed-upon definitions for commonly used marketing terms. Because a singular authority for marketing terms and definitions encourages trust and collaboration, marketing's top industry associations, leading academics and subject matter experts have collaborated to produce this free educational resource – with input from the global business community.

A project of MASB, the Common Language Marketing Dictionary was developed with support from and in collaboration with the AMA (American Marketing Association), ANA (Association of National Advertisers), IAB (Interactive Advertising Bureau) and MSI (Marketing Science Institute).

Project Objectives

- eliminate ambiguity and definitional differences among functions within and across firms
- encourage trust and collaboration within and across functional areas in organizations, the marketing industry, and the broader business community
- enhance marketing measurement and accountability through a commonly understood language of marketing

FINANCE in MARKETING LIBRARY

MASB's Finance in Marketing Education Project is building a **Finance in Marketing Library** on the **MASB/YouTube Channel**. Marketing measurement and research authorities address critical topics – and video contributions are welcome. Contact info@themasb.org if interested.

Help promote this free educational resource!





Project Team Leader John Gaski of Notre Dame University reports on dictionary progress at MASB Summer Summit.

CL Marketing Dictionary on the Web

marketing-dictionary.org

Twitter/LinkedIn

MTOW by email



common language MARKETING DICTIONARY

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Marketing Dictionary

@clmarketingdict

The Common Language Marketing Dictionary, the definitive source for marketing definitions, is an ongoing collaboration of MASB, AMA, ANA, and MSI.

virtual marketing-dictionary.org Joined May 2016

1 Following 252 Followers

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 **Marketing Dictionary** @clmarketingdict · Feb 12
What are two names for the actual price paid for a product by customers after all discounts and allowances have been factored in? marketing-dictionary.org/mtow-answer/



MARKETING TERM of the WEEK: Sponsorship Edition

 Dictionary
To Info  1/15/2020

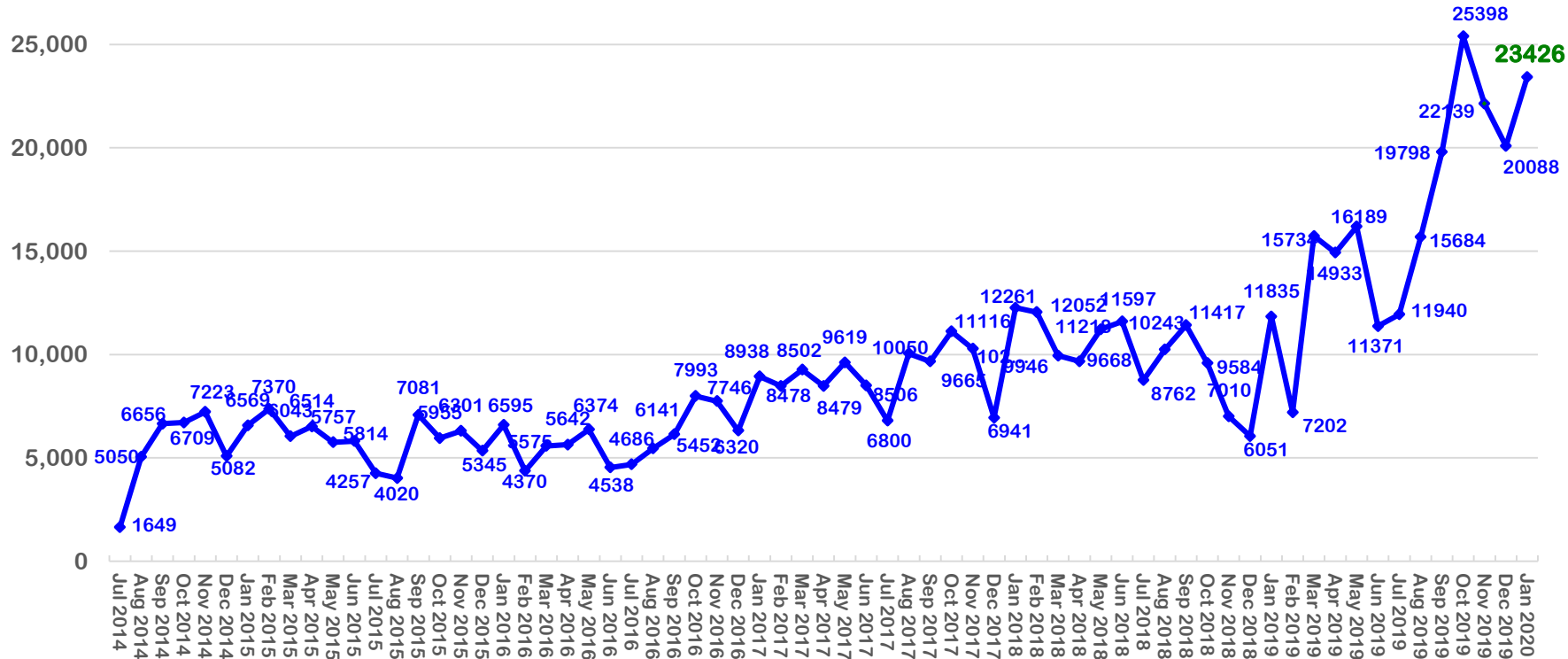
Sponsorship refers to a cash or in-kind fee paid in return for access to the leverageable marketing resources associated with either a sports, entertainment or WHICH TYPE of entity?

[ANSWER](#)

Help promote this free educational resource!



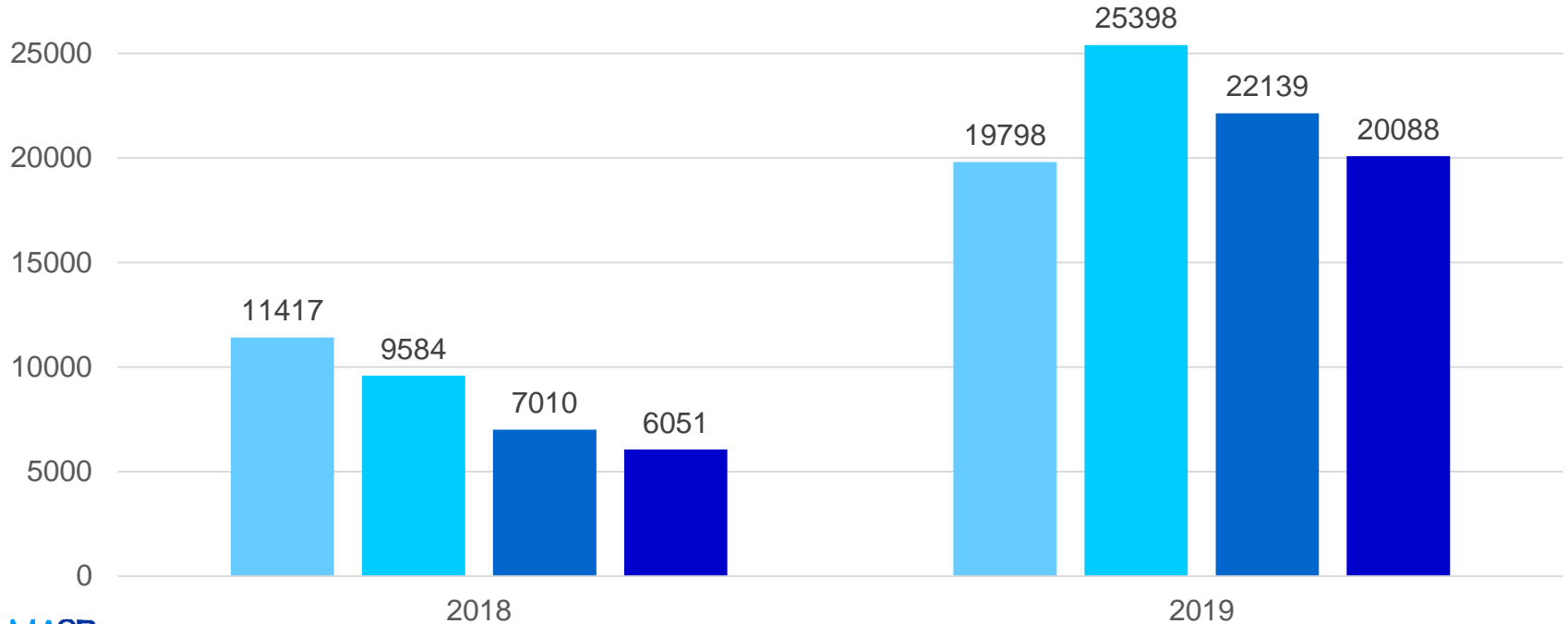
Marketing Dictionary – Pageviews January 2020



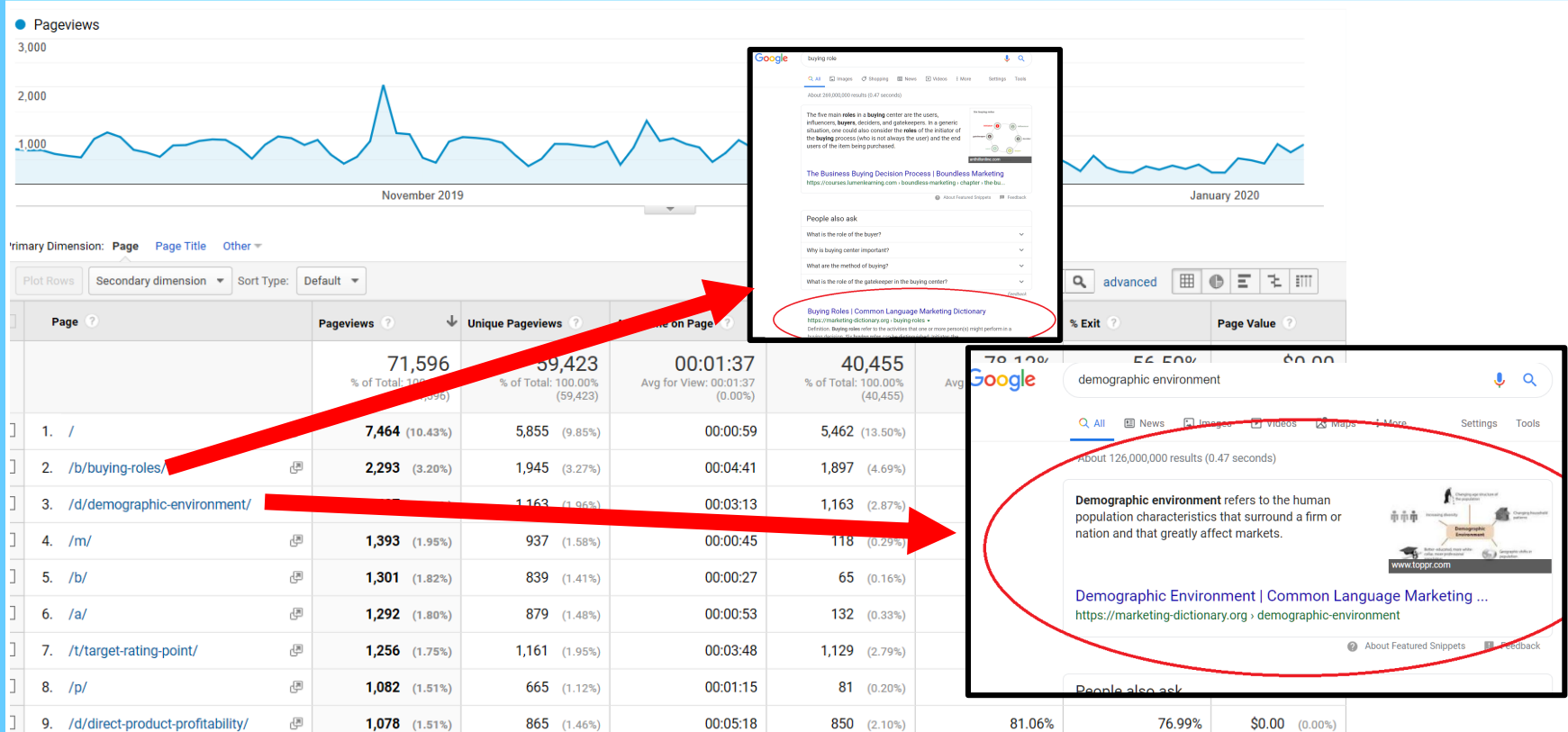
vs. YAG comparison

Marketing Dictionary Trend

September October November2 December

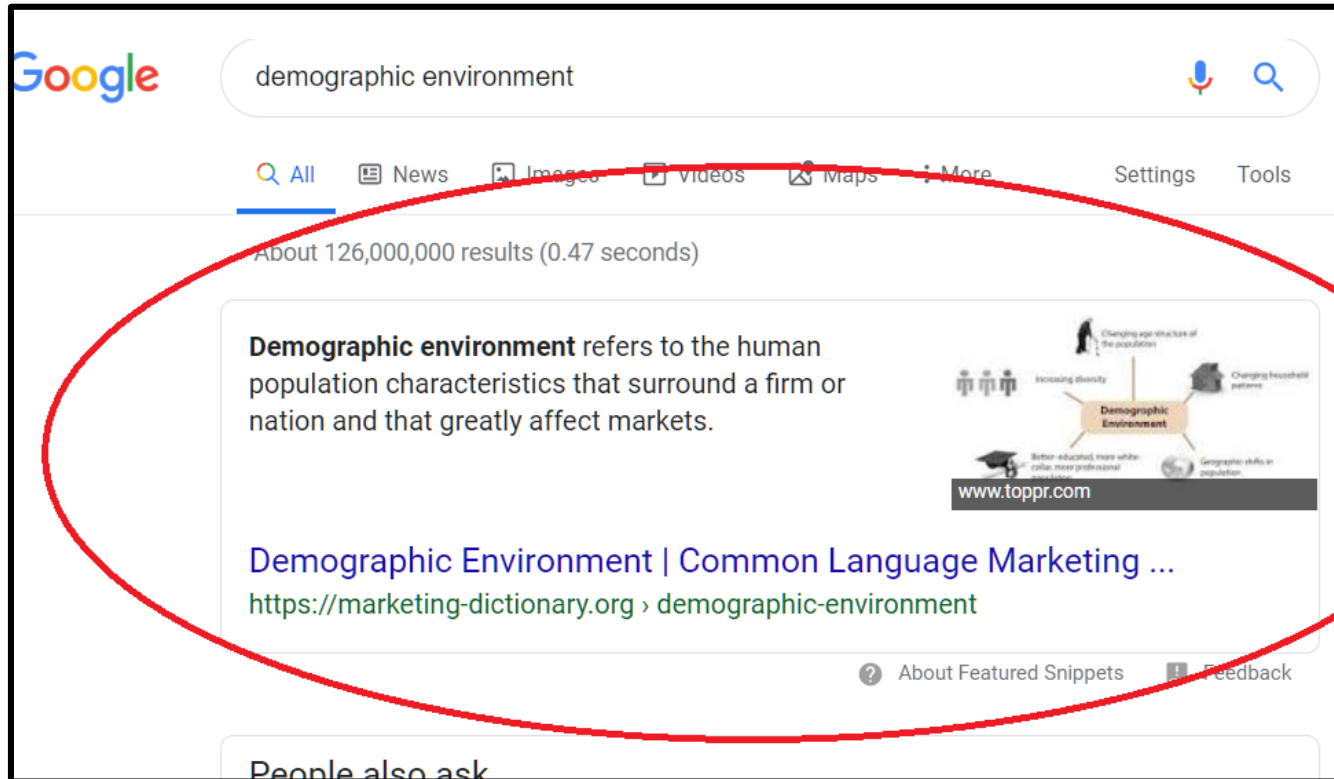


Search Engines Tend to Drive Key Term Traffic



Search Engines Tend to Drive Key Term Traffic

Featured Snippet




Google

demographic environment

All News Images Videos Maps More Settings Tools

About 126,000,000 results (0.47 seconds)

Demographic environment refers to the human population characteristics that surround a firm or nation and that greatly affect markets.


www.toppr.com

Demographic Environment | Common Language Marketing ...
<https://marketing-dictionary.org/demographic-environment>

About Featured Snippets Feedback

People also ask

Search Engines Tend to Drive Key Term Traffic

1st Organic Search Term

The screenshot shows a Google search for the term "buying role". The search bar at the top contains the text "buying role". Below the search bar, the Google logo is on the left, and navigation links for "All", "Images", "Shopping", "News", "Videos", "More", "Settings", and "Tools" are on the right. The search results indicate "About 269,000,000 results (0.47 seconds)".

The first result is a featured snippet from anthillonline.com. It contains the text: "The five main **roles** in a **buying** center are the users, influencers, **buyers**, deciders, and gatekeepers. In a generic situation, one could also consider the **roles** of the initiator of the **buying** process (who is not always the user) and the end users of the item being purchased." To the right of this text is a diagram titled "Six buying roles" showing a circular flow of roles: initiator, influencer, decider, buyer, gatekeeper, and user. Below the text is a link to "The Business Buying Decision Process | Boundless Marketing" with the URL <https://courses.lumenlearning.com/boundless-marketing/chapter/the-bu...>

Below the featured snippet is a "People also ask" section with four questions, each with a dropdown arrow:

- What is the role of the buyer?
- Why is buying center important?
- What are the method of buying?
- What is the role of the gatekeeper in the buying center?

At the bottom of the search results, there is a link to "Buying Roles | Common Language Marketing Dictionary" with the URL <https://marketing-dictionary.org/buying-roles>. This link is circled in red. Below the link is a definition: "Definition. **Buying roles** refer to the activities that one or more person(s) might perform in a buying decision. Six buying roles can be distinguished: Initiator, the..."

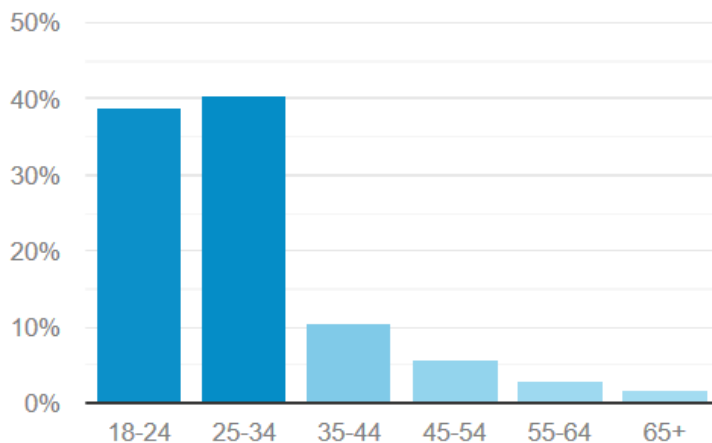
Age & Gender

Key Metric:

Users ▾

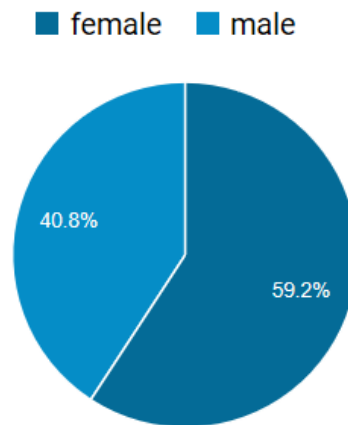
Age

15.02% of total users



Gender

15.89% of total users



This report was generated on 2/18/20 at 3:00:22 PM - [Refresh Report](#)

Country

1.	 United States	18,886 (22.99%)
2.	 India	12,023 (14.63%)
3.	 United Kingdom	4,376 (5.33%)
4.	 Philippines	3,073 (3.74%)
5.	 Canada	2,231 (2.72%)
6.	 Germany	2,161 (2.63%)
7.	 Australia	1,975 (2.40%)
8.	 Malaysia	1,881 (2.29%)
9.	 Nigeria	1,525 (1.86%)
10.	 Brazil	1,179 (1.44%)

Page Views (July 2019 – February 2020)

TOP 25 TERMS SEARCHED (unique page views)

■ Buying roles	3180	■ National advertising	940
■ Target rating point	2532	■ ATR	953
■ Gross rating point	1884	■ Loop layout	920
■ Demographic environment	1865	■ Effective reach	882
■ Direct product profitability	1602	■ Government market	875
■ Media channel	1540	■ Brand evaluation	793
■ Marketing	1247	■ Consumer off take	763
■ Brand Preference	1137	■ Advertising message	757
■ Average Price Per Unit	1119	■ Reach	755
■ Share of shelf	1098	■ Smallwares	699
■ Share of requirements	1082	■ Local brand	679
■ Brand	1068	■ Buying power index	677

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Latest Terms

- **Connected Television (CTV)**
- **Over-the-Top (OTT) Media**
- **Product-Growth Matrix**
- **The Moribund Effect**
- **Sponsorship Fit**
- **Influencer Marketing**
- **Relationship Marketing**
- **Retailer Marketing**
- **Promotion Marketing**
- **Brand Activation**
- **Outbound Marketing**
- **Inbound Marketing**
- **Pull Advertising**
- **Push Advertising**
- **Push and Pull Inventory Replenishment**
- **Channel Push**
- **Consumer Pull**
- **Pull Marketing**
- **Push Marketing**

Invitation for Participation

- 1. We welcome additional definition curators for the review board with experience in all fields of marketing, finance, and analytics**
- 2. Provide input on terms – What's missing? What's outdated?**
- 3. Promote the dictionary/Marketing Term of the Week on social media**
- 4. Please distribute our bookmarks to colleagues and students!**

CMD Team Members

Team Leaders



Paul Farris
Darden



John Gaski
ND Mendoza

Team Heroes



Dave Reibstein
Wharton



Todd Kaiser



Earl Taylor
MSI



Allan Kuse
MMAF Center



Brian Hamilton
DoubleCheck
Advertising

Staff



Frank Findley
MASB ED
Sponsor



Tony Pace
MAF/MASB



Erich Decker-Hoppen
Communication

Thank-you!



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