With a partner, you will review key Marketing terms and present them with visuals and brief text in either a Powerpoint or Prezi presentation.

Using the internet, look up the definitions of the following fundamental marketing terms and create a slide/screen for each with examples of your choice. Try to use your own words wherever possible and make sure your examples/definitions relate to business/marketing.

Retailing

Goods

Services

Overhead

Tangible

Intangible

Both a Good & Service at the same time

Consumer

Customer

Wants

Needs

Wholesaler

Retailer

Producer

Channel s of Distribution