

2.1_C

marketing

noun [U]

UK  /'mɑːkɪtɪŋ/ US  /'mɑːrkɪtɪŋ/

the business activity which is concerned with the best way to promote, advertise and sell a company's product

- *She wants to study marketing at university.*
- *The success of a new product will depend heavily on good marketing.*

Word family

market · verb
marketable · adjective
marketer · noun

Collocations

marketing mix
internet marketing
marketing campaign
marketing strategy

Related words

market share
sales
target
advertise
effective
increase
brand
segment
media

More words >

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Answers

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