

■ **SP** _____

1. (Marketing)

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2. (Integrated Marketing Communication)

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3. (Direct Marketing)

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[(Direct Mail), (Mail Order), (Tele Marketing)].

4. (Sponsorship Marketing)

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5. (Data Base Marketing)

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6. (Cyber Marketing)

(Cyber Space) 가

2

(Real Time)

가

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(Internet Marketing)

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7. (Internet Marketing)

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8. (Sound Marketing)

$$\cdot \left(\begin{array}{c} \text{ } \\ \text{ } \\ \text{ } \end{array} \right)$$

9.

$$\cdot \left(\begin{array}{c} \text{ } \\ \text{ } \end{array} \right)$$
$$[\quad 1 \quad =7 \quad]$$

10. (Couple Marketing)

. (: PCS)

11.

가

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12.

. (: 815, 815)

13. (Advertising)

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14. (Publicity)

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15. (Sales Promotion)

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16. (Direct Mail)

, (DM)

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17. (Personal Selling)

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18. (Banner Advertisement)

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19. (SWOT, Strength Weakness Opportunity Threat)

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20. (Positioning)

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21. (Involvement)

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, , 가

22. (Target Group)

가

23. (Life Style)
가

24. (Opinion Leader)

25. (Brand Loyalty)

, 가

26. (Product Life Cycle)

(PLC S)

27. (MOT : Moments Of Truth)

가

28. (Postpurchase Dissonance)

가 가

가

가 가

29. (Service Paradox)

가

30. 가 (Customary price)

가

가

(: ,)

3 1. 가 (Odd Price)

가 .

32. 가 (Price Bundling)

가 .

33. 가 (Loss Leader)

가 가 가
가 가 . ()

34. (Brand)

[illegible]

35. (Individual Brand)

가 , .

36. (Family Brand)

가 , .

37. (Private Brand, PB)

가 .

38. (Manufacturer's Brand)

$$\cdot (: , , \text{LG})$$

39. (Augmented Product)

40.

가 ,
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4 1. (MUD, Multi- User Domain Game)

PC 가 .

42. (Cyber Space) 3 가 .
()

43. (Franchising) 가 , 가 , , 가 .

44. (CVS : Convenience Store) 24 .
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45. (Discount Store) 가 .
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