

## Advertising and Marketing

(vgl. Klett Business Expert Wirtschaft und Verwaltung, S. 61)

Alter	age	(l. 21)
auffallen	to stand out	(l. 4)
Bedürfnisse und Wünsche	needs and desires	(l. 16)
besondere Merkmale	special features	(l. 5)
Einkaufsgewohnheiten	shopping habits	(l. 23)
Einkommen	income	(l. 22)
einteilen	to break down	(l. 19)
Erziehung	education	(l. 22)
existierende Produkte	existing products	(l. 27/28)
Forschung durchführen	carry out research	(l. 31)
für etwas Reklame machen	to advertise s.th.	(l. 38)
Feldforschung	field research	(l. 36)
Geschlecht	gender	(l. 21)
Konkurrent zwei Konkurrenten	competitor two competitors	(l. 4)
interviewen	to interview	(l. 35)
Logo	logo	(l. 9)
Markenidentität/ Markenimage	brand identity/brand image	(l. 6/7)
Markt	market	(l. 13)
Marktanteil	market share	(l. 29)
Marktforschung	market research	(l. 30)
Marktsegment	market segment market share	(l. 29)
Massen-Medien	mass media	(l. 44)
Neue Medien	new media	(l. 46/47)
Poster zwei Poster	poster two posters	(l. 43)
Presse	press	(l. 45)
Reklamezettel	mailshot / flyer	(l. 42)
Schreibtischforschung	desk research	(l. 33)
Verbraucher zwei Verbraucher	consumer two consumers	(l. 10)
ein Produkt vermarkten	to market	(l. 24)
Verpackung	packaging	(l. 9)
Werbebrief	mailshot, sales letter	(l. 42)
Werbekampagne	advertising campaign	(l. 49)
Werbemittel	advertising medium	(l. 41)
Werbesendung	sales letter or: infomercial	(l. 42)
Zielgruppe/Zielpublikum	target group/target audience	(l. 18)

age	(l. 21)
(to) stand out	(l. 4)
needs and desires	(l. 16)
(special) features	(l. 5)
shopping habits	(l. 23)
income	(l. 22)
(to) break down	(l. 19)
education	(l. 22)
existing products	(l. 27/28)
carry out (research)	(l. 31)
(to) advertise s.th.	(l. 38)
field research	(l. 36)
gender	(l. 21)
competitor (two competitors)	(l. 4)
(to) interview	(l. 35)
logo	(l. 9)
brand identity/brand image	(l. 6/7)
market	(l. 13)
market share	(l. 29)
market research	(l. 30)
market segment (market share)	(l. 29)
(mass) media	(l. 44)
new media	(l. 46/47)
poster (two posters)	(l. 43)
press	(l. 45)
mailshot / flyer	(l. 42)
desk research	(l. 33)
consumer (two consumers)	(l. 10)
(to) market	(l. 24)
packaging	(l. 9)
mailshot, sales letter	(l. 42)
advertising campaign	(l. 49)
advertising medium	(l. 41)
sales letter (or: infomercial)	(l. 42)
target group/target audience	(l. 18)