Name:	Date:	Social N
Chapter 1 Review		Social N Market
Define Key Terms		
Instructions		
Define the following key terms from this chapter.		
1. Brand promise		
2. Brand strategy		
3. Market research		
4. Market share		
5. Marketing concept		

6. Marketing function

## Chapter 1 Review | **Define Key Terms**



7. 	Marketing mix
8.	Social media
9.	Social media marketing (SMM)
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10.	. Social media marketing plan
11.	. Target market
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