

Business & Industry® (DIALOG File 9) Marketing Terms

The following terms are searchable in File 9 using MT= :

Account Activity	Global Campaign
Ad Inserts	Infomercials
Ad Recall	Interactive
Ad Tip Ins	Internet
Ad Volume	Line Extensions
Agency Self-Regulation	Loyalty
All Agency	Magazine Advertising
All Campaign	Media Costs
All General	Media-Buying Service
All Media	Movie Theater
All Product Marketing	NAS Review
All Research	National Campaign
Association Advertising	Network TV Advertising
Brand Equity	New Campaign
Business-To-Business	Newspaper Advertising
Cable TV Advertising	Other General
Campaign Awards	Outdoor
Campaign Design	Placement
Campaign Effectiveness	Point-Of-Purchase
Campaign Slogan	Political Advertising
Campaign Spokesperson	Positioning-Repositioning
Campaign Theme	Premium-Luxury Products
Catalogs	Print Ad Coupons
Character Symbol	Print Advertising
Cobranding	Professional Advertising
Community Advertising	Public Opinion
Consumer Behavior	Public Service Advertising
Contests	Radio
Cooperative Campaign	Regional Campaign
Corporate Advertising	Sales Promotion
Corporate Sponsorship	Sampling
Corrective Ads	Sports Campaign
Coupons	Teaser Campaign
Crisis Communications	Telemarketing
Direct Mail	TV Advertising
Direct Response TV Marketing	Umbrella Marketing
Distribution Channels	Yellow Pages
General Agency	
General Campaign	
General Media	
General Product Marketing	
General Research	

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