



# Marketing & Advertising in English: Beginner Vocabulary

54 words

ENGLISH	TRANSCRIPTION
marketing	[ˈmɑːkɪtɪŋ]
product	[ˈprɒdʌkt]
price	[praɪs]
discount	[ˈdɪskaʊnt]
sale	[seɪl]
offer	[ˈɒfə]
deal	[di:l]
brand	[brænd]
customer	[ˈkʌstəmə]
buyer	[ˈbaɪə]
shop	[ʃɒp]
store	[stɔː]
advertising	[ˈædvɪtaɪzɪŋ]
ad	[æd]
promotion	[prəˈmɒʃn]
campaign	[kæmˈpeɪn]
message	[ˈmesɪdʒ]
target	[ˈtɑːɡɪt]
audience	[ˈɔːdiəns]
market	[ˈmɑːkɪt]
competition	[ˌkɒmpɪˈtɪʃn]
competitor	[kəmˈpetɪtə]
quality	[ˈkwɒlɪti]
value	[ˈvæljuː]

ENGLISH	TRANSCRIPTION
<b>benefit</b>	[ˈbenɪfɪt]
<b>feature</b>	[ˈfi:tʃə]
<b>new</b>	[nju:]
<b>popular</b>	[ˈpɒpjələ]
<b>best</b>	[best]
<b>review</b>	[rɪˈvju:]
<b>rating</b>	[ˈreɪtɪŋ]
<b>slogan</b>	[ˈsləʊɡən]
<b>logo</b>	[ˈlɒɡəʊ]
<b>packaging</b>	[ˈpækɪdʒɪŋ]
<b>delivery</b>	[dɪˈlɪvəri]
<b>order</b>	[ˈɔ:də]
<b>purchase</b>	[ˈpɜ:tʃəs]
<b>free</b>	[fri:]
<b>trial</b>	[ˈtraɪəl]
<b>limited</b>	[ˈlɪmɪtɪd]
<b>voucher</b>	[ˈvaʊtʃə]
<b>bonus</b>	[ˈbɒsnəs]
<b>gift</b>	[ɡɪft]
<b>subscribe</b>	[səbˈskraɪb]
<b>unsubscribe</b>	[ˌʌnsəbˈskraɪb]
<b>newsletter</b>	[ˈnju:z,letə]
<b>click</b>	[klɪk]
<b>promotion</b>	[prəˈmɒʃn]
<b>coupon</b>	[ˈku:pɒn]
<b>deal</b>	[di:l]
<b>bundle</b>	[ˈbʌndl]

ENGLISH	TRANSCRIPTION
<b>limited time</b>	[ˈlɪmɪtɪd taɪm]
<b>new arrival</b>	[nju: əˈraɪvəl]
<b>best seller</b>	[best ˈselə]

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