

LIST OF ABBREVIATIONS

MARKETING



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Credits/Note

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Director's Message

GEAR YOUR SUCCESS

+91 8778909209 / 9840914460
gearyoursuccess@gmail.com
www.gearyoursuccess.com
W-Block, No. 11/316, Anna Nagar West Extn., Chennai 600101.



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Dear Learners,

I am glad to place a *List of Abbreviations*, commonly used in relation to Marketing.

This eBook version will be useful for all those studying Marketing Management / Retail Management related courses at college/school levels.

I strongly believe this list will support students and help them to score more in their examination, especially with regard to one mark/MCQ questions.

On behalf of the entire Gear Your Success team, I sincerely thank my students who have contributed to this list.

Good luck!

In the cause of learning,

Dr N Balakumar
Director

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Marketing – List of Abbreviations

Compiled by Team Gear Your Success

(Arranged Alphabetically.)

4 Ps = Product, Price, Promotion, Place

4 Rs = Refuse, Reduce, Reuse, Recycle

4 Rs + 1 U = Refuse, Reduce, Reuse, Recycle + Upcycle

7 Ps = Product, Price, Promotion, Place + People, Process, Physical evidence

ATL = Above The Line

BOGOF = Buy One Get One Free

BTL = Below The Line

CFC = Chlorofluorocarbons

CNG = Compressed Natural Gas

CPCB = Central Pollution Control Board

CPG = Consumer Packaged Goods

CMS = Content Management Service

CRM = Customer Relationship Management

EDII = Entrepreneurship Development Institute of India

EESL = Energy Efficient Services Limited

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FMCG = Fast Moving Consumer Goods

ICT = Information, Communication, Technology

IEO = International Employers Organisation

IGBC = Indian Green Building Council

ILO = International Labour Organisation

ITUC = International Trade Union Confederation

LPG = Liquefied Petroleum Gas

NGO = Non-Governmental Organisation

OCPD = Obsessive-Compulsive Personality Disorder

OOH = Out Of Home

OTSO = Off The Shelf Offer

PLC = Product Life Cycle

POP = Point Of Purchase

PPP = Purchasing Power Parity

PR = Public Relations

RPI = Revenue Per Impression

RPOs = Reduced Price Offers

RWHS = Rain Water Harvesting System

LIST OF ABBREVIATIONS

SCAMPER = Substitute, Combine, Adapt, Modify, Purpose, Eliminate, Rearrange

SCM = Supply Chain Management

SEM = Search Engine Marketing

SEO = Search Engine Optimisation

TTL = Through The Line

UNEP = United Nations Environment Programme