

Integrated Marketing Glossary

Defining what we do

Just like any professional discipline, integrated marketing and communications comes with its own language. We realize that the jargon we use everyday may not be familiar to you. We're hoping this glossary sheds some light on the services we provide. If you have a definition to contribute, please e-mail johnsonn@uwosh.edu.

The following definitions have been adapted from a variety of resources, including About.com, Answer.com, Dictionary.com, BusinessDictionary.com, Free Management Library, Public Relations Wiki, STAMATS and Webopedia.

advertising (ad' vertiz' in) **n.**

Advertising is bringing a product or service, such as an educational program, to the attention of potential and current customers through paid announcements in the print, broadcast or electronic media.

brand (brand) **n.**

A valued promise that an organization makes to its external and internal audiences; external audiences view a brand as the best and sometimes only solution to a problem they have; internal audiences must believe the brand is worthy of their commitment; all audiences must understand the brand and view it as important, believable and distinctive.

communications (kuh-myoo-ni-key-shuhns) **n.**

The act or process of communicating; the imparting or interchange of thoughts, opinions or information by speech, writing or signs; something imparted, interchanged or transmitted; a document or message imparting news, views, information, etc.

e-marketing (e mar'kit-in) **n.**

Electronic or e-marketing is a form of direct response marketing that uses the Web and e-mail to achieve marketing goals

graphic design (graf' ik di zin') **n.**

The art or profession of visual communication that combines images, words and ideas to convey information to an audience, especially to produce a specific effect.

integrated marketing communications (in'tə grat'ed mar'kit-in kə myōō' ni ka' shəns) **n**

A comprehensive, coordinated management concept that is designed to make all aspects of marketing communication, such as advertising, brand marketing, sales promotion, public relations and direct marketing, work together as a unified force, rather than permitting each to work in isolation.

logo (lo'gō) **n.**

Recognizable and distinctive graphic design, stylized name, unique symbol or other device for identifying an organization. Also called logotype, it is affixed, included, or printed on all advertising, buildings, communications, literature, products, stationery and vehicles.

marketing (mar'kit-in) **n.**

From a sales or business perspective, the process by which goods and services move from concept to the customer. As a philosophy, it is based on thinking about the business in terms of customer needs and their satisfaction.

media relations (me'de ə ri la'shəns) **n.**

Maintaining good and open communications between members of various media outlets and a client, or between the public relations professional and the media as a means to effectively communicate client messages.

new media (n me'de ə) **n.**

A generic term for the many different forms of electronic communication that are made possible through the use of

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computer technology. The term relates to “old” media, such as print newspapers and magazines, that are static representations of text and graphics. New media includes Web sites, streaming audio and video, chat rooms, e-mail, online communities, Web advertising, DVD and CD-ROM media, virtual reality environments, integration of digital data with the telephone, such as Internet telephony, digital cameras and mobile computing

photography (fə-tā-grə-fē) **n.**

The art or process of producing images of objects on photosensitive surfaces, such as (as film or a CCD chip); the art, practice, or occupation of taking and printing photographs.

publications (pbl-kshns) **n.**

The act or process of publishing printed matter. An issue of printed material offered for sale or distribution. Communication of information to the public.

public relations (pub'lik ri la'shəns) **n.**

Systematic effort to create and maintain goodwill of an organization's various audiences (in the University's case, alumni, students, potential students, faculty and staff, and the community), usually through publicity and other non-paid forms of communication.

wordmark ('wərd 'märk) **n.**

Like a logo, the wordmark (also known as a logotype) identifies your organization. But this representation takes the form of a type font that has been uniquely styled and treated. Type is a powerful language, with each font having different characteristics and projecting a different image.

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