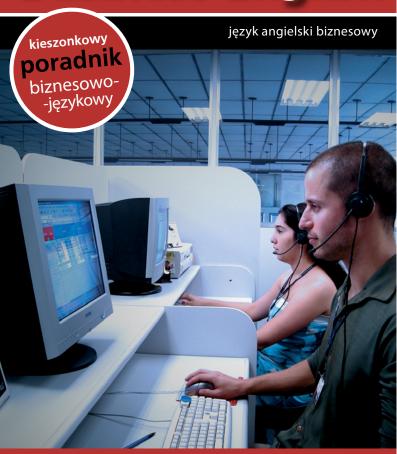
# **Business English**



**MARKETING** 

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kieszonkowy poradnik biznesowo-językowy



#### Kieszonkowy poradnik biznesowo-językowy Opracowanie: Bartosz Zieleźnik Colorful Media ul. Lednicka 23, 60-413 Poznań

tel. 61 833 63 28, redakcja@business-english.com.pl

ZDIECIE NA OKŁADCE: IGOR BERNARDES GRILLO

## Marketing

Welcome to BEM's mini-dictionary. This time we focus on marketing language and pay special attention to phrases that are difficult to translate into Polish. The vocabulary presented below is just a drop in a sea of English, but its business goal is to help marketing students marketing beginners to acquainted with the language used in this area. The terms are presented in a dictionary-style list of words with their English descriptions, as well as Polish translations, for a better understanding.

### A

**advertising allowance** – a payment or a price reduction given to a customer as compensation for advertising or promoting products – **rabat reklamowy** 

advertising-to-marketing ratio – a measure used to determine whether the amount spent on advertising in a given period was excessive – stosunek wydatków na reklamę do wszystkich wydatków na działania marketingowe

affiliate company – a company which is related to another company in some way, but not controlled by it – firma partnerska/oddział

**after-sales service** – <u>customer support</u> provided by a seller to its customers after they have bought a product – **serwis posprzedażny** 

**ask/offer/asking price** – the price a seller of a good is willing to accept at the start of negotiation – **cena wywoławcza** 

### В

back-end (product) - an additional product or service
provided as a supplement for the primary product - (produkt)
dodatkowy

(customer) behaviour pattern – the way in which customers typically behave – wzorzec zachowania (klienta)