Marketing Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  
Ch. 1 Vocabulary

Instructions: Save this document to your Ch. 1 Marketing Folder as **Ch. 1 Vocabulary**. Using the textbook glossary, define each word completely in the spaces provided below. Save all of your updates and share or email it to [tellsworth@fillmorecsd.org](mailto:tellsworth@fillmorecsd.org)

1. Bricks & mortar
2. Dot.com
3. E-commerce
4. Economic utility
5. Exchange
6. Law of demand
7. Law of supply
8. Marketing
9. Marketing concept