Name:Chapter 1 Review	Date:	Principl Market
Define Key Terms		
Instructions Define the following key terms from this chapter.		
Business		
2. Economics		
3. Good		
4. Idea		
5. Market research		

6. Market share

Chapter 1 Review | **Define Key Terms**



7.	Marketing
8.	Marketing concept
9.	Marketing function
10.	Marketing mix
11.	Product
12.	Service
13.	Target market